

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 19 SPRUCE ST., NEW YORK.

VOL. XII. NEW YORK, JANUARY 23, 1895.

No. 4.

✓ CHECK ✓
✓ YOUR ADS. ✓

Or key them and you will find that no paper on your list brings as satisfactory **results** as does

The Semi-Weekly Republic

The reason is easily understood. It went into an average of 125,375 homes twice each week during 1894 and is read by thrifty people with plethoric purses, so that its influence in this particular field is exceptionally strong.

It also made semi-weekly visits in 1894 to 16,155 Post-offices, reaching 8,513 offices in the five States of Missouri, Illinois, Texas, Arkansas and Kansas.

Average Circulation Each Week
for 1894, **250,750**

Average Circulation Each Issue
for 1894, **125,375**

RATES QUICKLY FURNISHED BY

THE REPUBLIC, ST. LOUIS, MO.

Or at New York Office, 146 Times Building.

Buy Circulation!
Buy Paid-for Circulation!
Buy Local Circulation!

Buy it as any merchandise, paying a stipulated price for a certain quantity. Insist upon receiving the agreed quantity.

The quality must be determined by the purchaser, as in the case of any article.



We offer the circulation of the Atlantic Coast Lists as follows:

Two-thirds of a cent per agate line per thousand copies on orders of \$250.

One-third of a cent on orders of \$5000.

Circulation statement sent each advertiser weekly.

One order, one electrotype does the business. Catalogue for the asking.

ATLANTIC COAST LISTS,
134 Leonard Street, NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XII.

NEW YORK, JANUARY 23, 1895.

No. 4.



MR. AMBROSE BUTLER, of the Buffalo *Evening News*.

ONE MAN'S WAY.

About four years ago I went into a small glove store in Twenty-third street and asked Mr. Richards to advertise in *Le Chat Noir*, the short-lived dramatic paper that refused theater ads and passes, and criticised so fearlessly.

"I'll go you if I can have that position," said Mr. Richards, after he had looked through the publication from cover to cover, indicating column under reading and next to reading, with no other ad on the page. "I want an ad there about theatrical gloves and I want several thousand copies of the paper to mail to theatrical people I have on a list. I shall send them the paper without marking my ad."

We closed the deal and Mr. Richards said something about his way of doing business—taking gloves back if they didn't suit, fitting corsets to the figure and keeping stockings bought of him in repair. He struck me as being a man of alert instincts, and a future—a man of ideas and originality.

Lately I have been noticing some unique ads in the New York dailies; small but striking. They were so far ahead of the average I couldn't help remarking them. Sometimes they would expand into quarter pages—special cloak or glove or corset sales at the "Bon Marche."

In Twenty-third street I had been noting as I passed the wide portals and splendid windows of "Richard's Bon Marche," noting an air of brightness, briskness, attractiveness, about it. Also I had heard some women say from time to time that they always read the little ads of Bon Marche and bought goods there, always to find things "just as advertised." So I went in and called for Mr. Richards the other day. He came forward quietly and shook hands. Strange thing for a New York merchant to do. They are usually securely confined in some remote office place with boys, bookkeepers and managers on guard to intercept the caller and his card.

"You remember me?" I asked.

"Of course—*Le Chat Noir*," he replies, and I recalled the gift of remembering men that Lincoln, Webster and great men generally have had.

"I came in because I have been noticing your ads. Do you write them?"

"Yes, and poor enough some of

them are. Really, I sometimes think I don't know what a good ad is. I devise something unique and it falls flat. I devise something else unique and it takes. For instance, one day I put in a little forty or fifty-line ad saying 'Bring in your umbrella and I will put a new roof on it for a dollar,' and hundreds—thousands of umbrellas came pouring into my store to be roofed. But some of my pet ads go entirely astray while I fill the store with the ordinary every-day bargain ads that everybody else uses. That's why I use both kinds. My business friends say I ought to stick to the plain, simple announcement of goods and prices, but I have managed to do very well in my own way. I haven't had the advantage of capital, either. What I have done has been by the accumulation of its own success."

As he talked I looked about at the establishment—very high ceilinged and light—running from street to street, with great arched doorways, elevators to second, third and fourth floors, and everywhere unique things offered at the low prices that catch purses, but nothing cheap or crowded or job-lotish; lots of individuality in everything and daintiness and artistic effects in odd corners dedicated to Oriental bric a brac. A man's character appears in his ads, his store, his goods, and in the atmosphere thereof. Mr. Richards is bright, business-like, unique, and not carried away with the idea that he knows more than any one else. Opening a copy of the Philadelphia *Enquirer* he happened to have in his hand, and turning to Wana-maker's advertisement he proceeded to tell me about it.

"That's splendid advertising," he said; "none is better. It has many imitators, but no equals. It's what women like to read—those catchy, crisp descriptives with prices put in where they count. You can't condense one of Mr. Gillam's ads. Impossible to say all he says in fewer words. I note a tendency of his to go more into display and to expand his space. Well, his store has expanded surely, and why not his ads, too? I take Philadelphia papers to see what Wana-maker is doing."

Well, I noted another thing. Mr. Richards permeates every department of his business, and in consequence has plenty of business to permeate.

ADDISON ARCHER.

The first edition of THE LADIES' HOME JOURNAL for December was 620,000 copies. They were all sold early in the month, and a second edition of 25,000 copies issued, making a total of 645,000 copies.

ADVERTISING DID IT

The Curtis Publishing Company
Philadelphia

NEW YORK :
1 Madison Avenue
(Mr. E. W. Spaulding)

CHICAGO :
508 Home Ins. Building
(Mr. Thomas Balmer)

SOME SECOND-CLASS MAIL PUZZLES.

WITH COMMENTS THEREON.

The World Almanac and Encyclopaedia for 1895 is No. 16, Vol. 2, of the *World* monthly edition. It bears date January, 1895. Price, 25 cents. "Yearly subscription, 35 cents." It is copyrighted by Press Publishing Co., and is entered at the New York Post-Office as second-class matter. 532 pages. A reduced fac-simile of the title page of an ordinary issue of the monthly *World*, and of the January issue as well, are here presented to view. They are carried in the United States mail at one cent a pound.

Chicago Quarterly, other than the Almanac, but has not yet succeeded. On next page is a picture of the January edition of this excellent publication, which is carried in the mails at one cent a pound.

The Tribune Almanac and Political Register for 1895, Vol. VII., No. 1, is the January issue of a monthly publication known as the *Library of Tribune Extras*, and entered at the New York Post-Office as second-class matter. 384 pages. Here is a picture of the January issue of that well-known periodical, the *Library of Tribune Extras*, which is carried in the United States mails at one cent a pound. Here also is a picture of the Washington



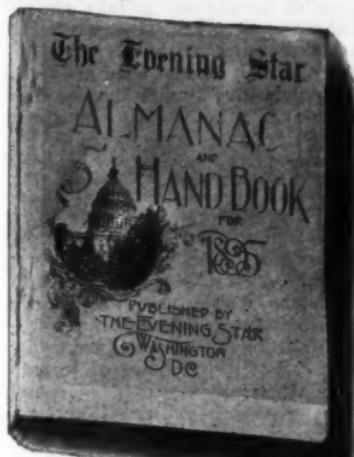
Opposite is printed a reduced facsimile of the title page of Printers' Ink Year Book, a volume of 516 pages, put forth as the regular issue of PRINTERS' INK for November 28, 1894. It was excluded from the United States mails as second-class matter four days before a copy of it had ever been seen in Washington, in accordance (so it was said) with an order issued by the Postmaster-General, but not promulgated until about a week later.

The Daily News Almanac and Political Register, price 25 cents, is issued by the Chicago daily *News*, and is an issue of *The Chicago Quarterly*, and is entered at the Chicago Post-Office as second-class matter. 420 pages. For nearly a month past one of PRINTERS' INK's representatives has been earnestly endeavoring, through the New York office of the *Chicago News*, to get a copy of some issue of *The*

Star Almanac, a publication which has not yet learned the possibilities of second-class rates. To mail a copy of this costs five cents, while the same



sum will pay postage on five copies of the World or News Almanac, and eight or ten of the almanac issue of the *Library of Tribune Extras*.



A recent order of the Post-Office Department excluded from the privileges of being carried in the mails all editions of any second-class publica-



tions which should be intended to be sold at a "special and different price." Here is the order in full :

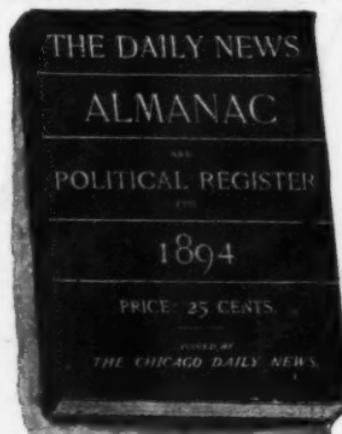
Office of THE POSTMASTER-GENERAL,
WASHINGTON, D. C. |

Order No. 412.

It is hereby ordered that whenever the general character and manner of issue of a periodical publication is changed in the in-

terest of the publisher, or of an advertiser or other person, by the addition of unusual quantities of advertisements, or of matter different from that usually appearing in the publication, or calculated to give special prominence to some particular business or businesses, or otherwise—especially where large numbers of copies are circulated by or in the interest of particular persons—or where there is to be an excessive number of alleged sample copies mailed, or where the issue is to be sold at a special and different price than that charged for the customary issues, the second-class rates of postage will be denied that issue; and if there be repeated instances of such irregularities, the publication will be excluded from the mails as second-class matter. (Signed) W. S. BISSELL,
Postmaster-General.

No sooner was this order issued than it was found that it excluded the Christmas issue of *Puck* and many other periodicals as well, and its operation was thereupon suspended *until after*



the holidays. If the order has been revived since, public notice of the fact has not been given. Murat Halstead's Brooklyn *Standard-Union* speaks of this matter as follows :

The now famous order of Dec. 4 seems to have been a most unexpected boomerang upon its projectors, and certainly to have brought the unwitting Postmaster-General into a great deal of trouble. One of the most severely hit was *Puck*, special organ and admirer of Mr. Cleveland, which "squealed" so loudly that the obnoxious order was promptly suspended by telegraph, and its Christmas number allowed to go without further detention. The course of the Post-Office Department concerning *Printers' Ink* has been contradictory and illogical, not to say discreditable.

The Post-Office officials in New York know of no reason why *Printers' Ink* Year Book is not properly mailable as second-class matter; it was submitted to them in advance and had their approval, but it was excluded from the

mails, by telegraphic order from the Department, before a copy had ever been seen in Washington, notwithstanding the rule of the Department not to decide hypothetical questions. The issue of November 28th was excluded on a hypothesis, and a wrong one at that.

In a recent issue of PRINTERS' INK this paragraph had place :

PRINTERS' INK for November 28, the Year Book issue, contained additional pages, making it more bulky than ordinary issues. The same is equally true of the World Almanac issue of the New York monthly *World*. The editor of PRINTERS' INK will be glad to publish the picture and biography of the man who can give the most reasonable reason why the Post-Office Department should charge ten cents a copy for mailing the Year Book and perform the same service for the Almanac for one cent.

Among the communications brought



out by the above was the following : "Doubtless it is because some employee of the Department has been 'laying for' PRINTERS' INK, guided by recollections of past events. Corporations and machine run, red-tape-connected Government Departments are, it is true, without souls, but it does not follow that they may not become possessed of a devil. Where is Clerk Fountain? He should solve the problem."

At the time of the exclusion of the Year Book issue, the Department warned the publishers of PRINTERS' INK that further "irregularities" might jeopardize the right of the regular issues to be carried at second-class rates. As the Year Book issue had the approval of the local authorities,

and the Post-Office Inspector who was assigned to the case had said that all the steps had been taken in advance to avoid difficulties that it would be possible for any one to take, the publishers of PRINTERS' INK wrote three separate times to the Department to learn in what manner what are deemed "irregularities" might henceforth be avoided. Finally this information came :

"Any question properly pertaining to the mailing of periodical publications will receive careful attention, but no decisions can be rendered on hypothetical cases."

This letter leaves the mystery just where it stood before. The only way to learn what may be mailed is to prepare the matter, put it in the Post-Office and watch the result.

Mr. Bissell has been heard to assert that "The only request preferred by the last retiring Postmaster-General to him was that he would not admit PRINTERS' INK to the mails as second-class matter." At the time Mr. Wanamaker made this request every one of the imitators of PRINTERS' INK here pictured, and Mr. Wanamaker's *Book News* as well, were being carried in the mails as second-class matter, without their right being questioned.

As soon as Mr. Bissell had time to look into the case of PRINTERS' INK he found that there was no reason why it should not enjoy the rights belonging to it and intended for all legitimate periodicals, and he thereupon ordered its admission, in June, 1893, very much to the discomfiture of certain clerks, some of whom are still in the employ of the Department, and the good-will of one of whom had been offered to be sold to the publishers of PRINTERS' INK for a money consideration by a companion who said that he was in the habit of playing cards with him. This clerk, Fountain by name, it was who originated and precipitated all the trouble in the case of PRINTERS' INK, and was personally overheard by a correspondent of PRINTERS' INK to speak most disrespectfully of the Postmaster-General and his action in the case.

The editor of a Maine daily, in commenting on the practice of the Post-Office Department of executing its decisions without permitting victims to have a hearing, very pertinently says :

It will be an interesting question when brought before the public, whether any part of the United States government is to decide questions of law which properly belong in

the courts, and on the evidence of its own inspectors, render arbitrary decisions affecting the rights and property of people who have invested their money under existing laws and with the expectation that these laws would be carried out as written unless overthrown by Congress.

A New York merchant, writing to

And one of the most prominent of daily newspaper publishers makes the similar suggestion here given: "Can't you get some of the P.-O. Dept. officials before the Lexow Committee? If you can it would be a good thing."

Here also is a letter from the office



PRINTERS' INK, says: "If the Lexow Committee could extend their field to the Washington General Post-Office I fully believe corruption among the subordinates there would be found as deep as in our city departments here."

of the Lawyers' Co-operative Publishing Co.:

ROCHESTER, N. Y., Dec. 8, 1894.

Editor of PRINTERS' INK:

Inclosed to cents to send the Year Book. I want it bad and can't wait. We sympathize

with you in your persecution. It looks as though it was not Wanamaker, but the system, that is to blame. Try "sugar." It seems to "move things" in Washington during this administration. Try Haines. He has helped us and he may you, and he comes cheap.

Very truly, J. S. BRIGGS.

Haines is the clerk who conspired with Fountain to precipitate the original difficulty, but is now out of office and sells his knowledge and influence to newspaper men in need of the services of one who knows the ropes. For the moderate sum of thirty-six dollars a year he will attempt to care for the interests of a publisher who employs him. The Scottish Highlander, Rob Roy, was not more reasonable.

The Utica, N. Y., *Press*, in its issue of Dec. 14th, says: "All familiar with the facts are of the opinion that the Post-Office Department inflicts a great injustice upon PRINTERS' INK."

◆◆◆
A LAWYER'S VIEW.

TIMES BUILDING,
NEW YORK, Jan. 10, 1895.

Editor of PRINTERS' INK:

I have already informed you of the final decision of the Post-Office Department as to the classification of the Year Book issue of PRINTERS' INK, but the hardships of the case lead me to offer some further comments.

The statements of fact and the reasoning on the subject which have lately appeared in your journal leave little to be said in urging the justice of your position. I may here call attention, however, to one point not noticed by you. While the Year Book was excluded on a special order of the Department, the reasons for such exclusion are substantially expressed in the subsequent general order No. 412. Your analysis of that order as applied to the Year Book is, I think, entirely correct. The cardinal principle underlying all regulations of second-class matter is abhorrence of advertising. It is intended that this rating shall be allowed solely for the cheap circulation of periodical literature, and while it is refused to everything else, there is nothing which, by "ways that are dark, and tricks that are mean," is so apt to edge its way into the second-class bag as pure, unadulterated advertising. Hence the vigilance and the stringency of the Department in this regard. But while second-class rating is intended solely for periodical literature, it must of necessity cover publications which in part are devoted to advertisements, else it would be of no benefit to the ninety and nine whose real literary worth is chiefly sustained by advertising. And here is where your trouble and that of the publisher of every legitimate periodical comes in. How can we distinguish exactly between the literary mantle with a fringe of advertisements and the advertising mantle with a fringe of literature? Certainly the Department finds it difficult; and this nice discrimination is not settled by any exact measure, or by any fixed law, but is left to the individual opinion of the official who for the moment is charged with deciding the point. I sometimes find it hard enough to fit a fixed statutory law to a particular case,

but if I had, instead, to guess at the opinion of somebody whom I had never seen, and who was not bound by that law, I should surrender my mind to "innocuous desuetude," and advise my client according to heads or tails.

In submitting your "dummy" to the post-office here, and acting upon the opinion there given, that the Year Book was unobjectionable as second-class matter, you did all that any prudent business man should be expected to do in the matter. But where, as in all departmental business, a case may be subject to arbitrary regulations which are established and applied without the forewarning and the notoriety that accompany new statutes, no serious step should be taken in a matter of the least doubt without first referring it to the ultimate authority. In that case, and that only, will there be any virtue in pleading the decision thus obtained in opposition to any later change.

It is hardly to be doubted that, in any court of law, upon the briefs and affidavits submitted by counsel in your behalf, the regulations as to second-class matter would have been construed favorably to the Year Book. But it must be remembered that the Postmaster-General, as to the regulations of his department, comprises in himself the several functions of legislature, judge, jury and court of last resort. He makes the regulations, he construes them, he judges the facts, and from his decision there is no appeal.

This being so, it is very much desired that these regulations should be simple, free from ambiguity, and duly announced in advance of going into effect. It is at all times proper to issue a summary order with a view to detecting or suppressing evasions of the law. Such orders, however, should be only in aid of existing rules and not constitute new ones in themselves. Wherever, by terms or application, they change the status of a publication, or defeat some enterprise undertaken in reliance upon the received construction of the law, they cease to be mere instructions as to administration and become new laws. The Postmaster-General has no power to establish classes in the mails. He may prescribe rules for the determination of the class to which any particular matter belongs, but these must agree with the classification established by Congress. He may not admit as second-class periodicals bound in "boards, cloth or leather."

If, however, he decides that board or cloth is paper, or that paper is board or cloth, his decision would have to stand; for he, and he alone, decides every question of fact in his department, and no court will review his decision. Further than this, the decision of his lowest subordinate may stand as that of the Postmaster-General until, step by step, it is brought to the real head; and when there it is the clerk and not the interested party that has the Postmaster-General's ear. His duty is merely to see that the law is carried out, that matter is rated in the true class to which the statute has assigned it. Inasmuch as he is the ultimate authority, the standards by which his judgments are determined should be plain and unequivocal; and while sufficiently searching to protect the mails from abuse, they should not be suffered to hamper their legitimate use. By the lack of such standards you have suffered loss and embarrassment, to which is added the vexation of being called to order where both fact and intent would appear to have left no question of your good faith.

Very truly yours,
THOMAS JACKSON.

"The Way To Sell Goods
is to sell 'em."

You Can't Sell 'Em
unless you tell people about 'em.

That's why we want
you to advertise in

The Sun

Its readers can afford to
buy, and if you are wise
you will get into the
SUN light at once.

Address

THE SUN,
NEW YORK.

America's Surplus Wheat

will yet be needed, so certain market experts now tell us. This would mean increased money for circulation throughout the Northwest, and a rich harvest for advertisers. To cover this field thoroughly use

THE ST. PAUL GLOBE

Daily, • Sunday,
Weekly.



Eastern Office: - - - 517 Temple Court,
New York City.

C. E. ELLIS, Manager.

TWO MORE CHANCES
 for those Big Editions of the
Weekly Courier-Journal
 LOUISVILLE, KY.,
January 28th and February 25th.
200,000 Copies Each
 Issue.

Seventy-five Cents per Agate Line, each insertion.

The regular subscription list issue is 145,000 copies every week. It covers the field as does no other political weekly in the United States, thus:

| | |
|-------------------|--------|
| Kentucky | 34,722 |
| Texas | 21,454 |
| Mississippi | 9,490 |
| Tennessee | 12,076 |
| Alabama | 4,448 |
| Arkansas | 7,262 |
| Indiana | 6,662 |

**TOTAL CIRCULATION IN
 THESE SEVEN STATES—96,114**

The remainder of its circulation covers territory from Maine to California and from Minnesota to Florida.

The Louisville Courier-Journal, Daily, Sunday and Weekly, marks the high-water level of present day newspaper achievement. It reserves its pages for the very best news and literature the market affords, and on the score of expense allows nothing to surpass it.

A. FRANK RICHARDSON,

*Chamber of Commerce,
 CHICAGO.*

*Tribune Building,
 NEW YORK.*

Competent to Express an Opinion.

Speaking of the American Newspaper Directory, Mr. S. C. Beckwith, the most successful of the New York special agents, says:

"I see it wherever I go.

"Prominent advertisers are constantly consulting it.

"When I approach an advertiser for a paper that I represent, the first thing he does is to spring Rowell on me.

"He hunts up the city and the paper; looks at the rating the Directory gives and then is ready to listen to me; but not till then.

"The new plan that permits placing an advertisement where an advertiser's eye may see it, at the very time when he is consulting the Directory for the purpose of deciding what papers to use in a specified State or city, pleases me.

"It has led me to urge all of my papers strongly to use advertising space in the Directory for 1894.

"An advertisement in such a position cannot be skipped.

"The advertiser sees the advertisement at just the moment when he is most interested in finding out about the particular paper.

"If the advertisement is truthful and its statements well expressed, it cannot fail to do good.

"I have already placed orders for five of my papers, four being for a full page each, and one for a quarter of a page, and every one is in the best position.

"Before the book goes to press I hope to have all of my papers represented in it, and I realize that the sooner the order is in the freer my choice of position will be.

"It was my personal knowledge and experience of the power of the book to be of service to me that has induced me to obtain these orders. I have not been asked to do so. No solicitor has approached me.

"This book has practically obliterated the idea that a newspaper directory is a blackmailing affair. It treats friends and foes all alike; and every publisher may have his circulation stated exactly as it is, if he knows himself and will tell.

"A book rendering such a service to the better class of newspapers deserves to be patronized and protected, aided and encouraged."

PLAN OF PUBLICATION.

The Plan of Publication for The American Newspaper Directory for 1895 is as follows:

Dec. 15th, '94—Application to publishers for information.
Jan. 15th, '95—Revision commenced from information sent in by publishers.
Feb. 15th—Revision from information sent in by publishers completed.
Feb. 28th—Final revision completed.
March 1st—Commence furnishing copy to printer.
April 3d—Last copy supplied to printer.
April 4th—First form goes to press.
April 24th—Printing of last form to be completed.
April 25th—Deliver last sheets to bookbinder.
April 30th—One completed book to each editor's desk.

By the above it will appear that, although all information ought to reach the Directory office on or before January 15th, yet it will be possible to make corrections, if appearing to be of importance, as late as February 15th, and that emergency cases may possibly get attention even after April 4th.

It will be possible to receive advertisements in full position (if the preferred space remains unsold) as late as April 1st, and they may be accepted for some positions even as late as April 23d.

The newspaper publisher who intends having an advertisement appear in the Directory will be wise if he sends in his copy at the earliest moment possible after January 15th.

Address all orders to

THE AMERICAN NEWSPAPER DIRECTORY,
10 Spruce Street, New York.

The Detroit Suns.



ILLUSTRATED.

| | |
|------------------|---------|
| April 7..... | 98,920 |
| April 14..... | 98,632 |
| April 21..... | 99,756 |
| April 28..... | 102,621 |
| May 5..... | 104,002 |
| May 12..... | 101,603 |
| May 19..... | 105,728 |
| May 26..... | 103,824 |
| June 2..... | 102,824 |
| June 9..... | 104,618 |
| June 16..... | 101,982 |
| June 23..... | 92,781 |
| June 30..... | 98,714 |
| July 7..... | 99,728 |
| July 14..... | 92,998 |
| July 21..... | 101,604 |
| July 28..... | 97,728 |
| August 4..... | 95,898 |
| August 11..... | 98,981 |
| August 18..... | 94,628 |
| August 25..... | 92,701 |
| September 1.... | 93,001 |
| September 8.... | 94,718 |
| September 15.... | 84,021 |
| September 22.... | 89,926 |
| September 29.... | 91,763 |

Total.....²,544,700
 Average weekly circulation
 for the past six months,
 97,837.

SUNDAY.

| | |
|------------------|--------|
| April 8..... | 26,528 |
| April 15..... | 25,927 |
| April 22..... | 25,824 |
| April 29..... | 26,927 |
| May 6..... | 27,002 |
| May 13..... | 27,628 |
| May 20..... | 28,212 |
| May 27..... | 27,644 |
| June 3..... | 24,816 |
| June 10..... | 25,718 |
| June 17..... | 22,674 |
| June 24..... | 23,601 |
| July 1..... | 26,823 |
| July 8..... | 24,617 |
| July 15..... | 21,692 |
| July 22..... | 23,818 |
| July 29..... | 25,978 |
| August 5..... | 27,819 |
| August 12..... | 24,332 |
| August 19..... | 25,718 |
| August 26..... | 23,809 |
| September 2.... | 25,819 |
| September 9.... | 22,602 |
| September 16.... | 21,216 |
| September 23.... | 24,781 |
| September 30.... | 24,615 |

Total.....656,140
 Average weekly circulation
 for the past six months,
 25,236.



W. C. BAKER, Business Manager. JOHN BATES, Pressman.

Subscribed and Sworn to before me this 18th day of October, A. D. 1894.

D. A. DELANY, Notary Public, Wayne Co., Mich.

RATES ARE LOW.

New York Advertising Office: - - - 517 TEMPLE COURT.

SCOTT'S EMULSION SAPOLIO

DR. PIERCE'S
WORLD'S DISPENSARY

PINK'S PILLS
SAFE CURE

COTOLENE

If you would

Follow in the Footsteps

of those who have been successful before you, advertise in

THE OMAHA BEE



If you will look over its advertising columns, you will find the names of all the successful advertisers of this country. That tells the story. THE BEE gets results. It does this because it enjoys the confidence of its readers—they believe in THE BEE and the statements of its advertisers. This brings returns, and that's what advertisers are looking for just now.

KNOWN CIRCULATION:

Daily, 25,000. Sunday, 30,000.
Weekly, 42,000.



A. FRANK RICHARDSON,

Chamber of Commerce
CHICAGO

Tribune Building
NEW YORK

CARRER'S LITTLE LIVER PILLS

LYDIA PINKHAM

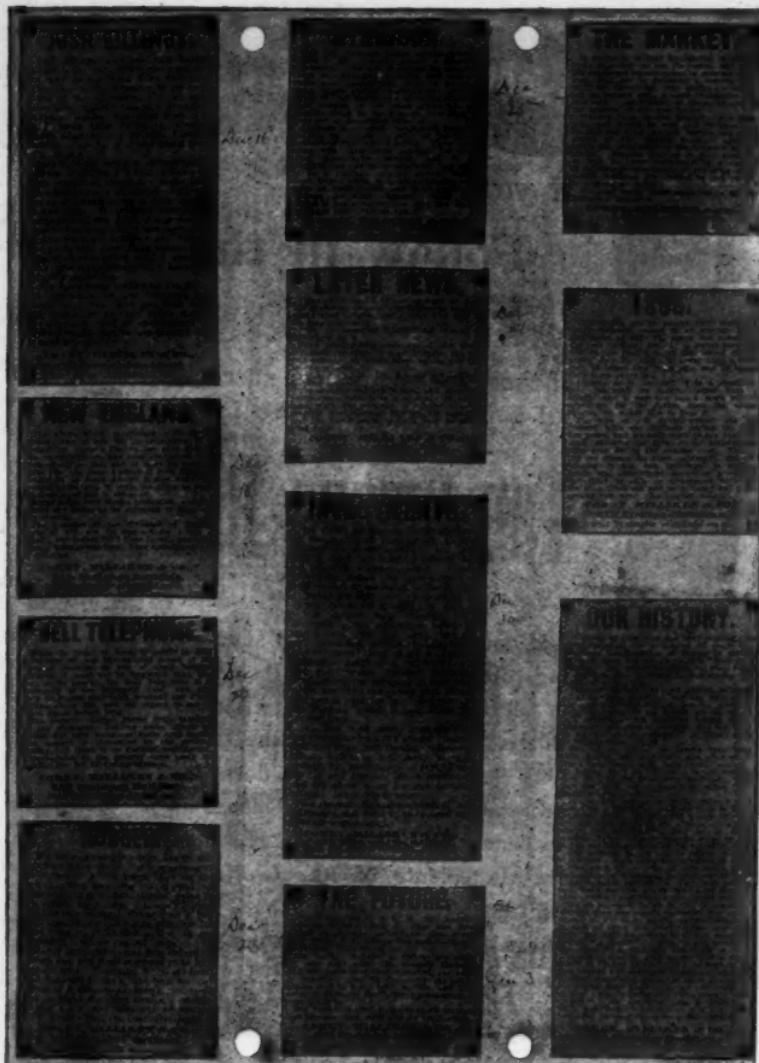
GREENE'S

NERVURA

PHINE'S CELERY

CUTICURA

PEARLINE



FINANCIAL ADVERTISING.

The matter printed above is a reproduction of a series of advertisements which were run in the *Boston Herald* and *Journal*, and largely increased the business of Corey, Milliken & Co., the advertisers, during the last year. It will be noticed that the ads differ considerably from most bank and brokers' announcements. They look more like patent medicine advertisements than anything else. Advertisements of this class have usually betrayed con-

siderable lack of originality, and any departure from the customary style ought to be welcomed.

A MAN may be full of knowledge,
Acquired at school or college;
Latin, Greek and Hebrew
and

all
that.

But unless he advertises,
He'll find his enterprises
Are very apt to
fall
quite
flat.

WHO CAN HELP HIM?

J. CALDER Y CIA,
Comisionistas,
Avisos Y Cobranzas. Postal Address
Direccion Postal
Casilla de Corec 1399.
BUENOS AIRES, 6th Dec., 1894.

Messrs. Geo. P. Rowell & Co.,
10 Spruce Street, New York:

DEAR SIRS—PRINTERS' INK. I beg to inform you that I have not received PRINTERS' INK for about a month; the last copy which has come to hand is No. 15 of Vol. XI, bearing date of 10th October, which arrived about 10th November.

I also received on 8th November a receipt (dated 11th October) for a remittance I sent of £1 sterling on 6th September. The receipt was for subscription 26/10/94 to 26/4/97, and signed H. Frank Winchester, for the proprietors.

Do me the favor to look into this matter, and if possible procure for me the back numbers missing.

I am anxious to bind these papers, but to make complete volumes I require No. 1 to 15, Vol. IX; No. 17, Vol. IX; Nos. 10 and 17, Vol. X, and from No. 16, Vol. XI, as mentioned above.

If you can inform me how to procure these I will be obliged, but in the meantime some steps must be taken to insure the regular delivery of the current numbers, or the object I had in becoming a subscriber will be defeated. If they do not come to hand per ordinary mail I will remit the necessary to register them. Thanking you in anticipation for your attention to this matter and hoping to hear from you at an early date, I am, dear sirs,

Yours, truly, J. CALDER.

It has been possible to send our South American friend all the copies he needs to complete his files, except the issues July 5th and 12th; Sept. 6th, 13th and 20th, and Oct. 25, 1893. Any one possessing any one of the missing issues will confer a favor by sending it to Mr. Calder. A two-cent stamp will pay the postage. The pleasure of doing good will be an adequate compensation.

SOME CALIFORNIA SIGNS.

SANTA CRUZ, Cal., Jan. 6, 1895.

Editor of PRINTERS' INK:

While in Los Angeles a few days ago I noticed at the corner of Main and Court streets a bootblack whose sign bore this legend: "Pedal segments artistically illuminated and lubricated for the infinitesimal compensation of five cents per operation." On South Spring street is a druggist, whose name is painted "A. Littleboy" in the sign; and on North Spring street is another sign with: "George Taylor, the tailor." What's in a name? A local barber has in his shop a placard reading: "Horses clipped at the Bonner Stables." Yours, V.

HIS GIGANTIC IDEA.

LANSING, Jan. 11, 1895.

Editor of PRINTERS' INK:

I offer as a suggestion to any patent medicine man that he invent a remedy suitable for the cure of hemorrhoids and call it "Pearl's Pileine." This would result in lots of free advertising, and it is a pretty fair name anyway. You may ship the pay for this brilliant little mot by freight, if the package should be too bulky for the mails.

W. I. BARTHOLOMEW.

FARMERS' WANTS.

DELTA, Ohio, Jan. 4, 1895.

Editor of PRINTERS' INK:

I notice in your issue of Dec. 26 an article headed, "For Farmers," in which the *Rural New Yorker* advances a bulletin-board idea as a profitable means for farmers to advertise their products, etc. The field which such a board would cover would be very limited; only persons passing the farm would see the board. We have introduced a new department in the *Atlas*, which has proven a success with us, and I offer it here as a scheme which will prove profitable to every country paper adopting it. We head it, "Farmers' Want Column," and any farmer having hay, or corn fodder, seed of any kind, cattle, hogs or horses, or anything he desires to dispose of, places a two or three liner in this column and invariably finds a buyer. As soon as a farmer receives his paper he looks at this column to see what is offered. Farmers who are in need of anything use the column in like manner to make their wants known. The farmers with us like it. How many are prepared to put up a readable "bulletin-board"?

Farmers' Want Column

Farmers having any article for sale, or to exchange, will find this a profitable medium in which to make wants known.

Advertisers under title head, £1 cent a word first week; 15 cent a word each succeeding week.

THE Popular Clydesdale Horse, Darby, will make the season of 1894 at owner's stables, £1 cent reduced to 80 cent. JNO. SIEBEL, 3 miles west of Delta.

ON SALE. Pure Blood Light Brahmas, 25 cents for 12 eggs. FRED GRANDY.

HAVE a few strawberry plants for sale. Orange, Washington, and Middletown's Darby and a few of the Timbers. The great new variety, three miles south of Delta. 45 cent. WM. H. ELTON.

FOR SALE. Corn for sale, 15 bushels of Easton, W. M. MILLER, 1½ miles north of Delta. 45 cent.

HAY, Corn and Potatoes for sale, 1½ miles east of Lydia. A. D. SWAN.

FARMERS desiring to see G. W. TENTER, will find him with his well known wagon, on Monday and on Tuesdays until noon during the season, and on Tuesday afternoons at Plattsmouth, Wednesday, at Frank Davis' barn ½ mile north of Cotton. 45 cent.

bulletin-board"? Very respectfully yours, C. R. P. WALTZ, Mgr. Atlas Printing Co.

CONSERVATISM OF THE OLD-TIME PRINTER.

"THE STANDARD,"
STEELE CITY, Neb., Jan. 5, 1895.

Editor of PRINTERS' INK:

I have been in the newspaper business thirty years and I find that the printer educated in the old style of ad setting is as difficult to turn from his injudicious ways as the old-style advertiser, who thinks that "John Brown, Dealer In," should be the biggest line in his announcement. "Keep everlasting at it" is precisely what I shall do until all my patrons are converted to the teachings of PRINTERS' INK.

C. L. FOWLER, Editor.

WARMLY INDORSED IN A COLD SECTION.

"THE NELSON COUNTY HERALD"
(Semi-Weekly),
ST. JOHN & LOVEITT, Publishers,
LAKOTA, N. Dak., Jan. 2, 1895.

Editor of PRINTERS' INK:

I inclose you an ad of ours and also one adopted from PRINTERS' INK. We furnish

The Herald • * *
and its Advertisers

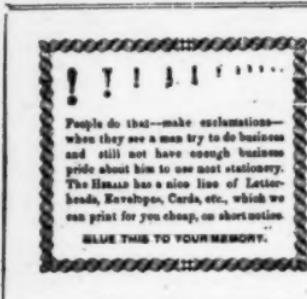
Wishes you a most Happy and Prosperous New year. From its dawn to its close may you, we strangers to poverty and want, and "may your skies be as cloudless, save with rare and rosy hues, as we would have thy fate." Let us strive together to do our share toward making the world better, bearing in mind that he who practices the Golden Rule does honor to himself and duty to mankind. Our lives are what we make them; shall we make them good or bad?

*Bring out the old, new,
Bring out the better, and the best.
Bring in the new, the good, the true.
Bring in the better manner of life.*

OUR LITTLE STORY.

EVERY person who writes letters should have a return card printed on their envelopes. It insures safety in transmission through the mails, and if your letters are not called for by the persons to whom they are addressed they will come back to you. If you write no more than one letter a month you should have them. If you only want a few The Herald will furnish 100 envelopes, printed, for 60 cents—and print them while you wait. Larger quantities at a lower rate. We do all kinds of printing, and will guarantee to make it right.

There are several mistakes in the above and we are glad you send it through. All advertisements are read, especially in the Herald. A word is as good as a nod to a blind horse.



ten copies of your publication to our patrons and hope to see much enlightenment amongst our merchants on the important subject of advertising. Keep up the good work.

HARRY ST. JOHN, Editor.

A PROFITABLE SCHEME.

OGDEN, Utah, Jan. 7, 1895.

Editor of PRINTERS' INK:

Here is a scheme I am working to gain publicity: I have a set of signal service flags and display them above my building, getting daily telegraphic reports from the U. S. Signal Service Corps at San Francisco, and these I cause to be published in our two daily papers, and herewith inclose you some

of these ads, also the explanation of the flags, which the papers keep standing in their columns "free gratis for nothing."

It seems to me I get more notices than many other general advertisers spending many times the amount I pay. I pay \$5 a month for these daily notices, published in the local columns, changed daily.

It's my impression a five-line local is of more use than a two-inch double column ad. Should be pleased to hear the expression of yourself and numerous readers.

S. J. GRIFFIN.

HE KNEW A GOOD THING.

GREENE BROTHERS,
Cash Grocers.

MADISON, Me., Jan. 10, 1895.

Editor of PRINTERS' INK:

Several weeks ago I saw a suggestion for a window display in PRINTERS' INK, which I have tried and found it to be the best I ever saw. Inclosed find proof. What do you think of it?

GREENE BROS.

Per F. J. G.

The inclosure is a photograph of a store window with a wheelbarrow in it, and on the barrow a sugar barrel with the words on the head of the barrel: "Bring your wheelbarrow. 22 lbs. sugar for one dollar." The dollar is made very real by sticking on a genuine one dollar bill.

WISDOM IN NEW JERSEY POETRY.

"THE ELMER TIMES,"
S. P. FOSTER, Editor.
ELMER, N. J., Jan. 11, 1895.

Editor of PRINTERS' INK:

When the Pentateuch was inscribed By Great Moses, wrote He In Numbers 24th, 14th:

"I will advertise thee."

In Ruth 4th chap., verse the 4th,
The language is less wise.

The prophet stops at the fatal point:

"I thought to advertise."

S. P. FOSTER.

ASCERTAINING A NEWSPAPER'S VALUE.

Any one who has had considerable experience in placing advertisements, can very soon learn so much about newspapers in general that without difficulty he can tell which are good ones and which are poor ones. There are certain things about a paper which appear on its face, and which no amount of pains can usually erase, which will show pretty much the character, etc., of any publication. Again, you can get a great deal of information as to the standing of the paper and how likely it is to benefit your business, by the manner in which you are solicited for an advertisement. We suppose, of course, in this case that you are asked to advertise by some person in authority about the paper who is well acquainted with the business, etc. Very often young or new solicitors will make claims for the papers which cannot be substantiated, and which will show you on the face of them that they are very green at the work. In considering small newspapers in general, you can very often get at the worth of the paper by finding out how many concessions they are willing to make. The paper that offers you too much for what you expect to pay is usually only promising you things that it will be unable to perform.

SHOP WINDOWS ABROAD.

"Europeans don't go in for newspaper advertising to anything like the extent that we do here," said an American recently returned from abroad, "but they take the shine right off Americans for original schemes to attract attention to their shop windows. In London, Paris, and the larger cities in Belgium, the shopkeepers are continually devising catchy advertisements. Shoe dealers, hatters, safe makers, and men in various mercantile lines do the business up best, but the confectioners, pastry men and other small merchants are not a long way behind them. A shoe dealer in Brussels, who makes a specialty of a waterproof shoe, keeps a pair of the shoes standing in a pan of water in his window all day long. The water comes just up to the top of the soles, and the public are respectfully invited at all times to step up and feel the inside of the shoes and see that they are perfectly dry. Another shoe dealer in London made a specialty of shoes for 'bus drivers, and his greatest claim for them was that they were unusually warm. He kept a pair of shoes embedded in a cake of ice in his shop window, and any one could walk in and feel the inside of them and see that they were warm. A hatter in Antwerp who manufactures a waterproof silk hat keeps one of them in his shop window suspended over a pan, with a stream of water running over it. I never passed this store once without seeing a crowd of people standing in front of it, and I don't doubt that this scheme brought him many a customer he would not have otherwise had.

In Paris a firm of safe makers employed two men to stand in the window of their place all day and hammer on the lock of one of their safes with huge sledge hammers. The novel designs that confectioners and pastry cooks get up and put in their windows attract the attention and admiration of all foreigners. Every confectioner in Paris who goes in for window advertising at all has a big Eiffel tower of candy in his window; but fine as the Parisian displays are they are not nearly so handsome as those in Brussels. The amount of cake and candy which is wasted in window decoration in the big Belgian cities is amazing. I can't see what use the sweets can be after the things are pulled apart, and certainly no one can have any use for a huge castle or figure made out of cake and candy, unless it is used as a centerpiece on a banquet table.

"I have noticed in New York of late a tendency among small retail dealers to emulate the foreigners in this matter of window advertising. A Broadway shoe dealer is advertising his waterproof shoes like the Brussels merchant."—*N. Y. Sun.*

♦♦♦
NEWSPAPER BROKERAGE.

THE NEW LINE OF BUSINESS ESTABLISHED BY A BOSTON ADVERTISING MAN.

David Winslow, an advertising agent in the Globe Building, Boston, has established a unique business—buying and selling publication properties, especially newspapers—for other people, on the commission basis. He has a wide acquaintance, both among people who want to sell newspapers and those who want to buy, and already has several deals launched.

Learning that a party wishes to own a newspaper in a given locality, he is ordinarily able to find some one who wishes to sell, and vice versa.

CROWBARS, TENTS, AND CAMP OUT-FITS SENT BY MAIL.

POSTMASTER-GENERAL BISSELL MAKES CHARGES AGAINST THE AGRICULTURAL AND INTERIOR DEPARTMENTS.

WASHINGTON, Jan. 10.—Postmaster-General Bissell has been making serious charges against the Agricultural Department, which Secretary Morton, after an investigation, admits to be true, but which he promises shall not occur again. The law limits packages of fourth-class matter sent by ordinary citizens to four pounds, but the officials of the government may use the mails for the transportation of packages of any size or weight. Under this authority it appears that a party of Weather Bureau explorers out West sent all their saddles and bridles, tents and camp equipage, cooking utensils, bedding and scientific instruments by mail from some point in Nevada to the city of Washington, in order to economise the appropriation from which their expenses are paid. But it cost the government very much more to carry them in the postal cars than the freight charges would have been had they been shipped in the regular way. Mr. Bissell brought the matter up at the Cabinet meeting the other day, and the President, with the rest of them, thought they had a good joke on Mr. Morton. The Secretary of the Interior considered it excessively funny, but a few days later Mr. Morton had his turn to laugh, for Mr. Bissell brought in another report, showing that a party belonging to the Geological Survey had sent their whole outfit home by mail, including several tons of mineral specimens and a lot of crowbars, shovels and picks. This little transaction saved the Geological Survey a lot of money in freight charges, but cost the Post-Office Department \$1,300. And that wasn't the worst of it. It is the custom to pay the railway companies for transporting the mails by gross weight, the tonnage taken on certain days being used as an average to calculate the compensation for the month. It so happened that on the day the crowbars and mineral specimens went through, the mails were weighed for that month, and the department had to pay the railroad company for that amount of mail every day following until another test was made.—*N. Y. Sun.*

♦♦♦
A \$190 "BANKRUPT SALE."

Henry Reinhardt, a dealer in dry goods at Eighty-sixth street and Third avenue, failed on Dec. 26 last. Greenwald Brothers, who carry on a similar business a short distance away, purchased about \$190 worth of goods and immediately advertised that they had purchased the bankrupt stock of Reinhardt, which was valued at about \$60,000, and put up large posters announcing that they would sell the same at greatly reduced prices. Reinhardt objects to this, and through his counsel has obtained a temporary injunction restraining the use of his name in connection with the sale. An affidavit was presented declaring that such advertising has been the custom with certain business houses for some time, and has been carried on very extensively for the purpose of misleading the public.—*New York Sun.*

WHEN congestive chills o'ercome the trade,
When its pulse-beat seems to sink,
The best corrective man has made
Is a dose of printers' ink.

ADVERTISING FOR WATCH REPAIRING.

Watch repairing is the "daily bread" of the jeweler's vocation. The sales of solid silver furnish the soup and fish of the banquet, the diamond business is its champagne, the bric-a-brac sales its relishes, jeweler the toothsome vegetables, watches the substantial roast, spectacles the tempting desert, and "the latest fad" is coffee and cigars; but without the homely bread of repairing, the dinner would lack the medium which gives to the whole a unity and completeness.

Repairing is the stand-by of the jeweler in seasons of depressed trade. Many a time it has been his sole dependence for petty cash, the saving bridge over an emergency. Properly nursed and managed, this department should pay all the expenses of the store.

Yet how it is ignored in all the advertising of the business! A brief sentence by way of postscript, "Repairing in all its branches," is generally the single allusion to this important department. The jeweler seems to consider it beneath the dignity of the business to more than thus incidentally allude to it; and therein he does himself a serious injustice. The fact opens up a great opportunity for the live jeweler to "corral" the bulk of the repairing in his community, with all its direct profits, and its contingent advantages as a feeder for his general business. If he employs a first-class workman (for we assume that no very live jeweler in any town of over a thousand people will have time himself to attend properly to his sales, his repairing and the efficient management of his business as a whole), he should devote one advertisement out of every six (assuming that he changes his advertisement with every issue of the paper, as he should) to developing this profitable feature of his business.

To successfully advertise repairing an appeal must be made to the reason of the reader. It does not suffice to state that you have the best workmen in Smithville, and that you give personal oversight to all jobs before they are returned to customers, and that your prices are the lowest. Something else is needed to start a train of thought which will land the ailing watch on your board. That something needs space to tell; hence the writer strongly recommends, in addition to the newspaper advertisement, a presentation of the subject in a little four or eight-page booklet, attractively printed in large, plain type, on good paper. But the subject-matter must be entertaining, or it will not hold the attention of the reader to its conclusion; and you only begin to benefit after the reading is concluded.

The outside front page of the booklet should bear some striking caption which will tease curiosity and invite the reader to look into its contents; as "A Bad Time," or "Watch Your Watch," "A Delicate Matter," or some suggestive title.—Keystone.

THE ART IN MICHIGAN.



YOU CAN REMOVE
SUPERFLUOUS HAIR

From Face, Neck, and Arms in five minutes, with NUDENE, without pain or injury to the skin. Send for circular. Agents wanted. NUDENE MANUFACTURING COMPANY, 216 First St., S. F. Mention this paper.

—Detroit News.

THE SMALL ADVERTISER AND THE SHREWD SOLICITOR.

"I haven't money enough to advertise and make any show with the men who fill the papers with full and half and quarter page ads in big display type," say lots of men.

"Nonsense," says the shrewd solicitor, "you can afford to have a place in newspapers if you can afford to have a store in the city. You have something distinctive about your store, or your way of doing business that makes people deal with you. You can have the same distinctiveness about your ad and not suffer by comparison with other advertisers. Why, some of the largest advertisers use the smallest ads and prefer them. They get position next to or under reading matter—the best in the paper—and they present clinching arguments and forceful facts briefly, briskly, so people will read as they run through the paper. Such ads sell goods. The permanent prosperity of these small ad users proves that conclusively. If you don't feel like beginning in all the papers at once, begin in one—the best one—and let results say whether you shall extend your advertising later." And then the solicitor will quote copious instances of shining success from small beginning, etc. If he does not land his customer, he deserves not to.

NO FRIENDSHIP IN BUSINESS.

The day has long passed when advertising is to be done on the plea of friendship, or for any other reason in the world, except that one expects to get back a fair profit from every expenditure which he may make.—*Dry Goods Chronicle*.



A PUNSTER'S DEFINITION.

An advertising boycott (boy, caught). When a youthful bill distributor is grasped by a policeman.

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

PRINTERS' INK.

23

A DS. VICK'S MAGAZINE, 200,000. 38 Times Building, N. Y.

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A DS. VICK'S MAGAZINE, 200,000. 38 Times Building, N. Y.

ALL values Columbian stamps (except 2c) want.

AD. CRITTENDEN & BORGMAN CO., Detroit

COULD represent in N. Y. another live publication. "ADVERTISING," care Printers' Ink.

WANTED—Small half-tone cuts. Send proofs and prices. DUFONT, North Elm St., Westfield, Mass.

EDITOR desires to take charge of country newspaper. Reliable and successful. Address "D." Printers' Ink.

SHORT and continued stories exchanged for advertising space. BRUFF LITERARY SYNDICATE, 1028 Arch St., Philadelphia, Pa.

SAVE your circulars and booklets, 10 cents a hundred paid for any that I haven't copies of; all different names. Room 400, 95 William St.

A S foreman, adv. man, or otherwise; 10 years' experience as foreman; good proofreader. Excellent references. "W.," 108 Dixwell Av., New Haven, Conn.

A NY first-class concern looking for an advertising man or manager may find just the person wanted by addressing "COMMON SENSE," care Printers' Ink.

THE new No. 6 Remington Standard Typewriter. Every one who has seen it! We want every one to know about it. WYCKOFF, SEAMANS & BENEDICT, 327 Broadway, N. Y.

MERCANTILE LAW.

CAVANAGH & THOMAS, Commercial Lawyers, Omaha, Nebraska. Collections of wholesalers personally handled in Nebraska, Colorado, South Dakota and Western Iowa. Will go anywhere at any time. Largest mercantile law business west of Chicago. Nebraska mercantile laws complete and telegraph code furnished on application, gratis. Write us. Reference: W. & J. Sloan, New York City.

PREMIUMS.

VICK'S MAGAZINE (200,000) is an attractive premium. 38 Times Building, N. Y.

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BILLPOSTING AND DISTRIBUTING.

VICK'S 200,000 beats billposting, coz it's permanent.

R. H. JOHNSTON, advertising distributor. 183 Franklin Ave., St. Louis, Mo.

P. PRINTZ, distributor of advertising matter. 735 9th St., N. E., Washington, D. C.

THE DENVER ADVERTISING CO., advertising distributors, 1736 Arapahoe St., Denver.

FOR SALE.

\$1 BUYS 4 lines 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

FOR SALE—Leading Republican morning daily—official paper. Good plant and business. Best reasons for selling. "X. Y. Z." Printers' Ink.

N O. 6 Remington Standard Typewriter. A development—not an experiment. Many notable improvements successfully incorporated into this new model. WYCKOFF, SEAMANS & BENEDICT, 327 Broadway, New York.

T HORNE type-setting machine, improved pattern. Has been used just one year, is in first-class order. A complete font of 10-point old style type goes with it. Will go at a bargain. Sold only because we must use smaller type. AXTELL, RUSH & CO., Pittsburgh, Pa.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 46 Beekman St., New York.

PRESSWORK.

I F you have a long run of presswork it will pay you to consult us. Largest pressroom in the city. Best of work. Most reasonable prices. FERRIS BROS., 324-330 Pearl St., N. Y.

NEWSPAPER INSURANCE.

THE YANK, Boston, Mass., wards off business death. 60,000 monthly.

PRINTERS.

VAN BIBBER'S Printers' Rollers.

50,000 6x9 circ's, \$15; 100,000, \$20. Print everything. MAYER, Madison, Wis.

PRINTERS—We make type, cases, stands and chase—everything that a printer needs—and our prices are the best. See us first. WALKER & BREESNAK, 291 to 305 William St., N. Y.

ADDRESSES AND ADDRESSING.

ENVELOPES, cards, wrappers, etc., addressed for mailing, \$1 per M. Delivery guaranteed. J. C. TOWNSEND, Minneapolis, Minn.

LETTERS bought, sold or exchanged. Big lot to rent, all kinds, either sex. ADVERTISERS' LETTER BUREAU, 447 6th Ave., N. Y.

LETTERS bought, sold or rented. Valuable letters from fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 112 Dearborn St., Chicago, Ill.

I HAVE two typewritten lists of the 7,000 stockholders (with addresses) of the Calumet & Hecla, Tamarack and the six other active copper mines of the Lake Superior district, compiled from latest official reports. Best two cash offers will take them. H. J. STEVENS, Houghton, Mich.

BOOKS.

OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 312 North 7th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

DO you check your ads? Are there any leaks in your advertising? Do you measure the goods you get? Do you pay for short space, wrong insertions and omissions? Publishers make mistakes just like other people. Do you want to pay for their blunders? "The Eureka Advertiser's Register and Record" affords a compact, convenient, accurate, time saving, leak stopping checking system. It is used by many of the largest advertisers. Strongly bound book of 50 pages, postpaid, \$3; 100 pages, \$4; 200 pages, \$5. Money back if you don't want to keep the book. Sample pages, etc., free. R. SCHIFFMANN, JR., Publisher, Corner 8th and Rosabel Sts., St. Paul, Minn.

PRINTERS' INK.

TO LET.

YANK, Boston. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

REMINGTON TYPEWRITERS. 327 B'way, N. Y.

GOOD HOUSEKEEPING. Space.

H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

GOOD HOUSEKEEPING. Space.

H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

ELECTROTYPE.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

PAY \$1.50 and get our best half-tone portrait.

All kinds of cuts at prices as surprising. Write us your wants. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

THE best ad can be spoiled by a poor printer. We display ads so they will catch the eye, and also furnish electro. Address WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., N. Y.

YOU may write your own ads, but one thing sure—you can't make your own cuts. Think of us; \$1.50 for best half tone cut; prices like that and work the best. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

MISCELLANEOUS.

GOOD HOUSEKEEPING. Excellent.

GOOD HOUSEKEEPING. Excellent.

VICK'S MAGAZINE A1 + 1 - 0 - 200,000.

VICK'S MAGAZINE A1 + 1 - 0 - 200,000.

VICK'S MAGAZINE A1 + 1 - 0 - 200,000.

R. freight charges reduced. AM. TRANS. PORTATION BUREAU, Providence, R. I.

SEND cabinet photograph and 35c. and receive 19 miniature photos. G. FAIRFIELD, Wind Gap, Pa.

FOR high-grade printing, booklets and catalogues, THE LOTUS PRESS, 140 West 33d Street, New York City.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

ADVERTISING AGENCIES.

A LL take ads for VICK'S.

A GENCIES know GOOD HOUSEKEEPING.

A GENCIES know GOOD HOUSEKEEPING.

STANLEY DAY, New Market, N. J. ADVERTISER'S GUIDE, \$2. a year. Sample mailed free.

If you wish to advertise anything anywhere at any time, write to the GEO. F. HOWELL ADVERTISING CO., 10 Spruce St., New York.

WE don't sell adv. space below cost, but we can beat the crowd on Georgia business. It will pay to write before placing So. advertising. THE JOHN BRATTON CO., Atlanta, Ga.

"THE Whole Science and Art of Advertising"—in one volume—would make a big book if it was ever written. It would have to go by freight. But if you are an advertiser, we will send you our little booklet—on the question of what pays in advertising—free by mail if you will write for it. You can read it in 5 minutes, and it may be worth a great deal to you. DODD'S ADVERTISING AGENCY, Boston, Mass.

ADVERTISING NOVELTIES.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first class novelty advertisers. None others taken.

SEND 25c. for beautifully illustrated souvenir. FIRE NUMBER OF CLIPPER, Chenoa, Ill.

GIVE up booklets. Try a hundred inkstands. They will last years. H. D. PHELPS, Assonia, Conn.

FOR high-grade printing, booklets and catalogues. THE LOTUS PRESS, 140 West 33d Street, New York City.

EVERY wash an ad. Send 10 cents for sample. E wash and be convinced. THE PERFECT NOVELTY CO., 239 Broadway, N. Y.

SOUVENIRS—it makes me weep to see how they waste money on them. How many do you want and how much can you spend? JOHN JACKSON, Station K, N. Y.

SOUVENIRS—"The Laughing Camera" for children's departments, with your name, business and address on it. A postal and I'll call. JOHN JACKSON, Station K, N. Y.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

ADVERTISING MEDIA.

THE YANK, Boston, Mass., 60,000 monthly.

A MERICAN HOME JOURNAL, Easton, Pa. It pulls.

A MERICAN HOME JOURNAL, Easton, Pa. A Big result.

A MERICAN HOME JOURNAL, Easton, Pa. Circ. 7,500 mo. Rates 7c. a line. It pulls.

THE OPTICIAN AND JEWELER, 96 Maiden Lane, N. Y. A peculiarly good medium for careful advertisers.

I F you advertise in Ohio you will get results. For particulars address H. D. LA COSTE, 38 Park Row, New York.

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

FOR high-grade printing, booklets and catalogues. THE LOTUS PRESS, 140 West 33d Street, New York City.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

PIQUA (Ohio) CALL, 1,615 daily circulation, the leading Ohio country daily. Compare it with the other papers published in Piqua.

7,500 MAIL buyers monthly. Do you wish to make their acquaintance? Rates 7c. a line. AM. HOME JOURNAL, Easton, Pa.

AMERICAN HOME JOURNAL, Easton, Pa.
7,500 circ. mo., all mail buyers. 7c. a line.

7,500 MAIL buyers monthly. Do you wish to make their acquaintance? 7c. a line. AMERICAN HOME JOURNAL, Easton, Pa.

THE METROPOLITAN AND RURAL HOME, N.Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

THERE'S money in it for you. We refer to the Germania List, Milwaukee, the cream of German advertising mediums. Circulation unrivaled.

THE HEARTHSTONE, 225 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

ARE you advertising in Ohio? We take it for granted that you are, and invite your attention to the leading morning, evening and weekly paper in a leading city. The Dayton MORNING TIMES, circulating 4,500 copies daily; the EVENING NEWS, 9,500 copies each issue, and the WEEKLY TIMES-NEWS, 4,500, are the representative family newspapers of Dayton, and with their combined circulation of 14,000 copies daily, thoroughly reach the homes of that section. Dayton is a prosperous city of 80,000, and the NEWS and TIMES are long-established journals and have always enjoyed to a marked degree the confidence and support of the best people in Dayton. For prices, etc., address H. D. LA COSTE, 35 Park Row, New York.

WHEN a customer brings us an order for a handsome booklet or catalogue we show him samples of what we have done to satisfy him that we have the taste and ability to do superior work; we find out what his general tastes are, and then we get him to leave all the details to us. We send him proof of a specimen page for approval and a finished proof of the cover in colors. There is no guess work about any part of the job. We don't trust to the good or the bad judgment of compositors. We instruct them as to the kind of type to use, and design the whole work for them. With our knowledge of printing, and what we know about the principles of art, we harmonize the customer's preference with good effective taste; and the minute he looks at a specimen page he knows what the result will be like. The order is handled intelligently, there are no annoyances, and the result is extremely satisfactory to all concerned. We know this is a different way from that pursued by other printers, and we also know that it is the basis of our success. THE LOTUS PRESS, 140 West 23d St., N. Y. (We make handsome booklets, pamphlets and catalogues.)

♦♦♦
ADVERTISING CONSTRUCTORS.

BRETT. Ads.

ADS SMITH. Baltimore. Washington.

SMITH has ideas. Baltimore. Washington.

F. McC. SMITH. Baltimore. Washington.

F. McC. SMITH. Baltimore. Washington.

F. McC. SMITH. Baltimore. Washington.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

FOR high-grade printing, booklets and catalogues, THE LOTUS PRESS, 140 West 23d St., N. Y. City.

10 Ads on approval for \$10. That's a fair deal. CHARLES A. WOOLFOLK, 446 Main St., Louisville, Ky.

BUSINESS literature—interested? I assume all details of writing and printing. CLIFTON WADY, Somerville (Boston), Mass.

ILL write your ads in prose or verse, in English simple, brisk and terse. I'm good at advertising talk. JOHN JACKSON, Station K, N. Y.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

AN art can't chant gallant, but I can write your ads in prose or verse. I've something new in envelopes; let me send samples. E. L. SMITH, Codman Bldg., Boston, Mass.

BUSINESS BOOKLETS—I have written three booklets on medical subjects this month, and all three were satisfactory. If you want a little missionary—a correspondence opener—write and inclose a stamp for samples. W. W. BRETT, 133 Nassau St., N. Y.

To retailers only: Jot down a few rough points about the lines you wish to push hardest, and I will prepare 3 good ads for \$5. Your money back without a murmur if I can't suit you. This offer is good until Feb. 10. JED SCARBORO, Box 63, Station W, Brooklyn, N. Y.

DUGGIST, for whom I wrote a booklet last week, writes: "If I couldn't get another just like it I wouldn't take \$1,000 for the MSS. It will make the best advertisement I have ever seen." This fellow has been a regular patron of my pen since 1892. JED SCARBORO, Box 63, Station W, Brooklyn, N. Y.

Hold on there! Don't go any further before you consult me. I attend to the whole business writing, illustrating and printing—ads or booklets. I know the principal ad writers and illustrators. I know the different lines at which they are most successful. I could even write one myself if hard pushed. You had better address WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y.

TOO many advertisers want their ads written "in a hurry." I believe in doing quick work, but not "hurried" work. Above all I believe in good work. I want to do all that comes to me, but I can't do it all "to-morrow." If you think I can do anything for you, I hope you will let me know about it two or three weeks, at least, before you want it. I don't like to put any one off; and the less haste, the more speed. WOLSTAN DIXEY, 36 World Building, N. Y.

I HAVE finished a series of ads for an advertiser in trade papers. He was particularly pleased with them. Some are illustrated, some plain, and I think give a very fair idea of my work. I would be glad to send a set of these ads to any advertiser who uses trade papers or magazines. I think I am safe in promising to improve the average trade paper or magazine ad about 100 per cent. My charge for doing it is probably less than 10 per cent of the cost of the ad. CHARLES AUSTIN BATES, Vanderbilt Bldg., New York.

LEASE notice that this offer has no strings to it. Please notice also that it means just what it says. I will prepare advertising matter for any reputable person, and give that person the fullest privilege of judging for himself whether the matter is good or not. If it is good, he is to pay for it. If it is not good, there is no charge. Experience has shown that PRINTERS' INK's army of readers are reputable people. I have had orders from nearly 200 of them, and every one of those 200 has acted honorably with me. This fact makes it reasonable to think that the next 200 will be honest also. BERT M. MOSES, Box 255, Brooklyn, N. Y. A series of 16 retail ads, if you think they are good, will cost \$7.50.

MEDICAL advertisements are my particular specialty. Nobody ever thought of making a specialty of them until I did it. I had good reason for doing it. I had been interested in medicine all my life, and have read quite a little. I have, say, often quite a convenient lot of medical books and literature, and I have for some time been in the habit of consulting a physician about matters of more than ordinary importance. I re-entertained a series of 39 ads and furnished an illustration for each. In reply to the last lot of the ads delivered I received this letter: "The twenty sketches and matter are at hand and are all very good indeed. We are, in fact, much pleased with your work. Find enclosed our check for \$400 in payment." This was from one of the best and largest advertisers in the world, to whom I am at liberty to refer. I have as yet no samples of these ads, but I have of others. I charge \$15 each for medical ads; \$15 or \$20 if they are illustrated, but if the order is for a considerable series the price is materially lessened. Write to me about it. It's your important work that I want. CHAS. AUSTIN BATES, Vanderbilt Bldg., New York.

STREET CAR ADVERTISING.

JOHNSON'S figures are never beaten.

A. J. JOHNSON, 361 Broadway, New York City.

WRITE TO FERREE, First National Bank Bldg., Hoboken, N. J.

FOR Street Car Advertising, everywhere, GEO. W. LEWIS CO., Girard Bldg., Phil'a, Pa.

BIG inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. JOHN BROS., Temple Court, N. Y.

ILLUSTRATORS AND ILLUSTRATIONS.

CUT SYNDICATE—Advertising cuts 30 cents each.

CUT SYNDICATE, 13 East 42d St., N. Y. Proof sheet free.

DEPARTMENT STORES use CUT SYNDICATE'S outline cuts.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

ILLUSTR'D features for newspapers and advs. HARPER ILLUSTRATING SYN., Columbus, O.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 50 per inch. Sample pieces of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

FREE—for one week, an outline drawing free. Send suggestions or old ads. Write under business head. Send stamp. R. L. WILLIAMS, 34 Loan & Trust Bldg., Washington, D. C.

SUPPLIES.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

FOR high-grade printing, booklets and catalogues, THE LOTUS PRESS, 140 West 23d Street, New York City.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., LTD., 10 Spruce St., New York. Special prices to cash buyers.

CIRCULAR letters reproduced and addresses inserted \$7.50 per H. Experts can scarcely tell it from genuine typewriting. G. P. VAN WYE, Masonic Temple, Chicago.

\$3.00 PER 1,000 for a gold embossed business card is cheap. We have them for only 12 kinds of businesses, however. State yours and send for sample. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

50 CENTS pays for a good revolving rubber dating stamp. Prints all the months from 1894 to 1909, figures 0 to 99, "Rec'd," "Ans'd," "Paid," "Ac'd," "Ent'd." D. T. MALLETT, 73 Reade St., N. Y.

WE sell envelopes like Johnston sells printers' ink. 10,000 good XX 6½ H. C. White Envelopes printed with your card and delivered, f. o. b., for \$10, check with order. 10,000 circular envelopes for \$6.50. Satisfaction guaranteed. SHRYOCK, Printer, Zanesville, O.

PRINTING INKS—Best in the world. Carmines, 19½ cents an ounce; best Job and Cut Black ever known, \$1.00 a pound; best News Ink seen since the world began, 6 cents a pound. Illustrated price list free on application. Address WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

ARRANGED BY STATES.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

ALABAMA.

ALABAMA papers are shy about exploiting their merits.

ALASKA.

NO Alaska paper is big enough to advertise in PRINTERS' INK.

ARIZONA.

ARIZONA papers are too modest to advertise here.

ARKANSAS.

THE best paper in this State hesitates about asserting its excellence.

CALIFORNIA.

LOS ANGELES TIMES—Southern California's great daily. Foremost advertising medium.

COLORADO.

COLORADO papers want page advertisements and have no use for small, classified announcements.

CONNECTICUT.

WEEKLY TIMES: Hartford, CONN.

THE UNION, Bridgeport, Conn. Daily, 7,500. Weekly 2,500. Western Connecticut thoroughly covered by the TWO UNIONS.

O. L. MOSES, New York Representative, 629 Vanderbilt Bldg., THE UNION PUBLISHING CO., Bridgeport, Conn.

THE TWO HERALDS.

WATERBURY SUNDAY HERALD, BRIDGEPORT SUNDAY HERALD.

Every nook and corner in the Nutmeg State is covered by them. By special trains and by pony expresses these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia. Combined circulation, 30,000. 150,000 Readers.

THE HARTFORD TIMES.

WILLIE O. BURR, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily—12,500 circulation.

The great advertising medium for reaching the Nutmeg State.

Weekly—7,000 circulation.

PERRY LUKENS, JR., New York Representative, 73 Tribune Building.

DELAWARE.

IS such a little State.

DISTRICT OF COLUMBIA.

WANTS bigger space and display than can be had here.

FLORIDA.

THE ST. AUGUSTINE NEWS reaches the right kind of people at the right time and in the right way. FRANK G. BARRY, pub., Utica, N.Y.

IDAHO.

ADVERTISING in PRINTERS' INK costs too much, unless one has something really worth saying.

ILLINOIS.

INFLUENCED by its metropolitan city, Illinois is opposed to advertising in newspapers; but is strong on posters and circulars.

INDIANA.

THE COURIER, Indianapolis. The leading inter-State Negro journal. Circulation, 3,500. CHAS. H. STEWART, pub. Write for rates.

IOWA.

TRI-STATE MEDICAL JOURNAL of Keokuk is the only professional magazine in Iowa.

SHREWD advertisers should see that their contracts call for the Dubuque TELEGRAPH. It is the leading daily and weekly in Eastern and Northern Iowa, and has a large circulation in Iowa, Northern Illinois and Southern Wisconsin. Its rates are lower per thousand circulation than other papers in the West. Leading advertisers use it, why shouldn't you? Send for sample copies and rates.

KENTUCKY.

WANT to sell anything to horsemen? KENTUCKY STOCK FARM reaches them.

LOUISIANA.

S.O.'N PRESBYTERIAN, New Orleans, wkly cir. over Ala., Ark., Fla., La., Miss., Tenn., Tex.

CROWLEY SIGNAL covers field of its own. Swap average circ'n for 1894, 1,857 copies.

MAINE.

THE HOME TREASURY, Augusta, Maine, proves 50,000 copies per month.

ADS IN THE INDEPENDENT, Farmington, Me., produce results and mail orders.

BANGOR COMMERCIAL

J. P. BASS & Co., Publishers, Bangor, Me.

Daily average, nearly 5,000 copies.

Weekly average, over 16,000 copies.

PERRY LUKENS, Jr., New York Representative, 73 Tribune Building.

MARYLAND.

DON'T take much stock in advertising: but when it must be done wants more space.

MASSACHUSETTS.

40 WORDS, 6 days, 50 cents. ENTERPRISE, Brockton, Mass. Circulation, 7,500.

WONDERFUL! Send 10c to FRANK HARRISON, Boston, Mass., and see what you will get.

NEW BEDFORD (Mass.) JOURNAL. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

MICHIGAN.

DETROIT SUNS, 118,000 weekly.

SAGINAW COURIER-HERALD. Daily, 6,000; Sunday, 7,000; weekly, 14,000.

SAGINAW COURIER-HERALD is delivered directly into the homes by its own carriers.

SAGINAW COURIER-HERALD, largest circ'n in No. Mich. Full Assoc'd Press dispatches.

DETROIT SUNS, ILLUSTRATED and SUNDAY, circulation, 118,000, are profitable mediums.

GRAND RAPIDS DEMOCRAT, the leading paper in Michigan, outside Detroit, 13,000 daily.

SAGINAW evening and weekly NEWS. Largest circulations in the Saginaw Valley, Michigan.

DETROIT ILLUSTRATED SUN, weekly, 97,500; SUNDAY SUN, 25,000. Adv. office, 517 Temple Court, New York City. Books and press-room always open to inspection of advertisers or their representatives.

RESULTS. Advertise where you will get paying returns. Advertisers are well pleased with the ILLUSTRATED and SUNDAY SUNS, Detroit, Mich. Advertising office, 517 Temple Court, New York City. Write for full particulars. Circulation, 125,073 weekly.

SAGINAW COURIER-HERALD is the leading newspaper in Northern Michigan. Issued mornings except Mondays, Sunday and Weekly. Daily, 6,000, est. 1870; Sunday, 7,000; Weekly, 14,000, est. 1887. Saginaw (pop. 60,000) is the third city in Michigan. For further information address H. D. LACOSTE, 36 Park Row, New York.

MINNESOTA.

THE DULUTH NEWS-TRIBUNE — The only morning daily paper. Established in 1879.

Published at the head of the Great Lakes, Duluth, Minnesota. The average daily circulation now exceeds 7,000 copies. Daily, Sunday and weekly editions. New rates of subscription: Daily and Sunday, per annum, \$5; daily and Sunday, per month, 50c.; daily, per annum, \$4; daily, per month, 40c.; weekly, per month, \$1. PERRY LUKENS, Jr., Eastern Advertising Agent, 73 Tribune Building, New York. A. E. Chantier, Editor and Manager.

MISSISSIPPI.

LIKE the violet seeks seclusion.

MISSOURI.

HEROLD DES GLAUBENS, St. Louis, Mo. Est. 1850. Circulation 33,000. Bring results.

THE PACKER, Kansas City, Mo. Fifth in circulation of the trade papers of America. Reaches meat packers, butchers, stockmen, grocers, general merchants, grain and produce shippers and receivers. Best market paper published.

MONTANA.

ANACONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana: 10,000 copies daily.

NEBRASKA.

HOMESTEAD, Omaha, only weekly agricultural paper in State. Av. cir. 9,500; 2c. inch.

NEVADA.

THE WEEKLY COURIER, Genoa. Six pages. All home print. Leads in Nevada.

NEW HAMPSHIRE.

ADVERTISES for summer boarders only, and they are not in season now.

Established 1877.

The GRANITE MONTHLY

Beautifully Illustrated.
A New Hampshire Magazine.
FRANK E. MORRISON, - - - Special Agent,
TERRE COURT, NEW YORK.

NEW JERSEY.

Atlantic Review, Atlantic City, guarantees a daily circulation of 1,500. It's a leader.

POPULAR adv. medium: Bridgeton (N. J.) Ev'g News, 3,600; Bridgeton (N. J.) DOLLAR WEEKLY NEWS, 1,600. Rowell guarantees circ'n.

THE EVENING JOURNAL,
JERSEY CITY'SFAVORITE FAMILY PAPER.
Circulation, - - - 15,500.

Advertisers find IT PAYS!

NEW MEXICO.

TOO dry to advertise much.

NEW YORK.

VICK'S 200,000.
East of Rockies, 184,519. Fact.

FOR any good business it will pay to use THE CHRISTIAN ADVOCATE, New York City.

THE NATIONAL PROVISIONER, organ of the meat & provision industries, 284 Pearl St., N. Y.

THE LADIES' WORLD
Circulation Map
Will interest you.
8. H. MOORE & CO., Publishers,
New York, will send it, together
with an estimate on your advertisement.
RATE LOW! CIRCULATION LARGE!

F. M. LUPTON's popular periodicals, THE PHOTO HOME JOURNAL and THE ILLUSTRATED HOME GUEST. Sworn circulation, 500,000 copies each issue. Advertising rates, \$3.00 per agate line, less time and space discounts. For sample copy and further particulars, address F. M. LUPTON, publisher, 106 & 108 Reade St., N. Y.

STORIETTE
A Monthly Magazine of original copyrighted tales.
Advertisers, send for special rates. STORIETTE PUB. CO., Downing Building, New York.

THE HOUSEWIFE,
New Office, 114 Nassau St., N. Y.
Circulation 75,000 Copies Monthly.

Send for Advertising Rates and
Specimen Copies.

Ask for Special Rates for Advertising in

Texas Siftings

BEFORE THE ADVANCE.
ALL AGENCIES.

The Leading Illustrated Paper of
America is

LESLIE'S WEEKLY.

Every Live Advertiser recognizes
this fact and acts accordingly.

Send for Rates and Copies.

WILLIAM L. MILLER, Advertising Manager,
110 Fifth Ave., New York.

Albany's Most Popular Daily.

Circulation 17,400.

Albany's Great One-Cent
Newspaper.

This is to certify that the Circulation of THE DAILY PRESS AND KNICKERBOCKER is Constantly Increasing and that the number of copies printed this day was 17,400.
W. D. KELLY, PUBLISHER.
State of New York, City and County of Albany.
Sworn to before me this 16th day of November,
1894.

JAMES J. GALLAGHTY,
Notary Public, Albany, N. Y.

THE PRESS CO., Publishers,
Press Bldg., Albany, N. Y.

Ten Cents per week for the Daily and
Sunday Press.

NORTH CAROLINA.

PREFERS local patronage, which pays better.

NORTH DAKOTA.

TOO cold to advertise in the winter.

OHIO.

THE NEWS is the only Sunday paper in Zanesville. Try it.

LARGEST circ'n of any Prohibition paper in
nation: BEACON AND NEW ERA, Springfield, O.

DAYTON MORNING TIMES and EVENING
NEWS. Combined circulation 14,000 daily.

YOUNGSTOWN VINDICATOR, 7,500 daily, 5,200
weekly. Leading newspaper in Eastern Ohio.

THE leading Ohio country daily—THE PIQUA CALL—receives the Associated Press re-
port. "New York World."

FINDLAY (O.) REPUBLICAN, despite untruth-
ful statements by others, circulates 2,000
more daily and 500 more weekly than any local
competitor.

THE TRI-STATE GROCER visits the grocers and
produce merchants of Ohio, Ind., and Mich.
weekly. If you are not in it, it will pay you to
write to TRI-STATE GROCER CO., Toledo, O.

PIQUA, Ohio, has grown to be a city of 13,000,
it is the third city in this country; the
production of linseed oil, and "Piqua brand" of
strawboard stands at the head. There are only
13 cities in Ohio whose manufacturers pay a
greater amount for labor.—New York Tribune.

THE Piqua, Ohio, CALL is the only daily paper
between Toledo and Dayton and Columbus
and Indianapolis which receives wire news—
having the exclusive Associated Press franchise.
It has a circulation of 1,515 copies daily, and is a
live, progressive newspaper. Piqua is connected
by electric railway with Troy, Ohio, a town
seven miles distant, having a population of 4,000,
and THE PQUA CALL has a greater circulation in
Troy than any Troy daily. For prices for space,
copies of the paper and any further information,
address H. D. LACOSTE, 38 Park Row, N. Y.

OKLAHOMA.

THE GUTHRIE DAILY LEADER, the leading
morning paper in the Territory, accepts ad-
vertising with the distinct and positive guar-
antee that it has double the paid circulation of
any newspaper published in Oklahoma. F. B.
Lucas, Adv. Mgr.

OREGON.

WANTS more space—or none.

PENNSYLVANIA.

SCRANTON (Pa.) REPUBLICAN has the largest
circulation of any Scranton paper.

E DUCATIONAL INDEPENDENT, school wthly. EDINBORO PUB. CO., Edinboro, Pa.

DESIRABLE READERS and a good circulation are what advertisers receive in the CHESTER TIMES. 30,000 well-to-do, intelligent people read the TIMES with their supper every day. WALLACE & SPROUL, Chester, Pa.

INTELLIGENCER—DAILY and WEEKLY, Doylestown, Pa.

For guaranteed circulation see Rowell's Directory. Always the leaders.

Always best medium for advertisers' purposes.

RHODE ISLAND.

HOME GUARD, Providence, R. I.; circulation 50,000; paid up subscription list.

SOUTH CAROLINA.

THE daily edition of THE STATE, Columbia, S. C., is the most popular paper in a hundred South Carolina towns. The semi-weekly edition reaches over 1,000 post-offices in South Carolina.

SOUTH DAKOTA.

NOTHING to advertise.

TEXAS.

THE POST : Houston, TEXAS,

Has a LARGER REGULAR ISSUE THAN ANY DAILY IN TEXAS, and is so guaranteed by Rowell's 1894 Directory under a forfeit of \$100. S. C. BECKWITH, Sole Agent Foreign Advertising, New York and Chicago.

UTAH.

WANTS more space or none at all.

VERMONT.

THE new one-cent daily in Burlington is the News. It already has largest local circulation. Read by everybody. Local advertisers fill its columns.

VIRGINIA.

THE VIRGINIAN, Emporia. 8 page weekly. Large circulation in Va. and N. C.

WASHINGTON.

SEATTLE POST-INTELLIGENCER.

"In her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

THE TYPOGRAPHICAL REVIEW reaches all printers in Oregon, Wash'n and British Columbia. Want to reach them? Box 1117, Seattle.

SEATTLE POST-INTELLIGENCER guarantees advertisers double the circulation of any other paper in the State of Washington. Eastern office, 93-94 Times Bldg. C. A. HUGHES, Mgr. A. FRANK RICHARDSON, Special Agent, Tribune Bldg.

THE SPOKANE SPOKESMAN-REVIEW
Only morning paper. Consolidation SPOKESMAN and REVIEW. Exclusive control morning field. No competitor within 500 miles. Population Spokane, 1881, 500; 1894, 35,000. The past and present history of Spokane has been marvelous; its future will be the wonder of Western civilization. The REVIEW is the recognized exponent of all the best interests of Spokane and the vast country tributary to it.

WEST VIRGINIA.

No occasion to advertise since the passage of the Wilson Bill.

PRINTERS' INK.

WISCONSIN.

BOYCOTT'S NEWS BUDGET, 8-page weekly. Over 12,000 circulation guaranteed.

EXCELSIOR, Milwaukee, Wis. The leading German Catholic newspaper in Northwest.

WISCONSIN AGRICULTURIST, Racine, Wis. Largest circulation of any English paper in Wisconsin.

WYOMING.

THE ladies will not allow its newspapers to use PRINTERS' INK.

CANADA.

WANTS reciprocity—not advertising.

SO. & CEN. AMERICA.

PANAMA STAR & HERALD. ANDREAS & CO., 22 Broad St., Agents. Send for sample copy.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 25 cents a line, for each insertion. One line, without display or black-faced type, inserted once a year, as above, for \$15, 6 months for \$40, 9 months for \$52.50, or 4 months for \$4. Display or black-faced type charged at 50 cents a line each issue, or \$25 a year, or \$2 a month, for each line of pearl space occupied by the whole advertisement. For the publisher who does not find the heading he wants one will be made to specially fit his case.

ADVERTISING.

PROGRESS, Washington, D. C.

AGRICULTURAL IMPLEMENTS.

FARM MACHINERY (Eli), St. Louis, Mo.

AGRICULTURE.

HOME AND FARM, Louisville, Ky.

WISCONSIN AGRICULTURIST, Racine, Wis.

ARCHITECTURE.

INLAND ARCHITECT, Chicago. Best in West.

CARRIAGES.

VARNISH, Philadelphia, Pa.

COAL.

COAL TRADE JOURNAL, New York City.

ELECTRICITY.

BUBIER'S POPULAR ELECTRICIAN, the first and best popular electrical journal published.

HARDWARE.

THE HARDWARE DEALER. Actual average circulation past year, 8,450. 78 Reade St., N. Y.

HOMEOPATHY.

HOMEOPATHIC RECORDER, Phila., Pa.

MACHINERY.

MACHINERY, 413-15 Pearl St., New York.

MEDICINE AND SURGERY.

MEDICAL SENTINEL, sworn cir. Portland, Or.

Medical Herald, St. Joseph, Mo.

Tri-State Medical Journal, Keokuk, Iowa.

Medical Fortnightly, St. Louis.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

TOBACCO.

WESTERN TOBACCO JOURNAL, Cincinnati.

TYPEWRITERS.

PHONOGRAPHIC WORLD, New York City.

VEHICLES.

FARM MACHINERY (Eli), St. Louis, Mo.

THE number of newspapers is now so great that advertisers are compelled to make choice among them.



No publisher of a paper of pre-eminent merit can afford to omit any good opportunity for asserting and maintaining his claim to special excellence.



Moral:

Advertise in "Printers' Ink."

Honest Readers and Lots of Them.

In a modest way I have been advertising in PRINTERS' INK a little over a year.

In that time answers have come from something like 500 different sources, and orders have been secured from probably one-third that number.

During that period of thirteen months three things have astonished me :

(1) That so many answers should come from so small an advertisement. (I never used more than 20 lines a week; sometimes as little as 4 lines).

(2) The answers seem to come from everywhere—from England, France, Canada; from most of the States and Territories; from hamlets and settlements not on the maps or in gazetteers.

(3) I have collected every penny due me. Not a single deadbeat has sent an order, yet the widest latitude has been given everybody to beat me if they wanted to.

BERT M. MOSES,
Writer of Advertising Matter.

P. O. Box 283, Brooklyn, N. Y.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

13 Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy: Three Dollars a hundred. No back numbers.

13 Publishers desiring to subscribe for PRINTERS' INK for the benefit of advertising patrons can obtain special terms on application.

13 Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at same rate.

13 If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

13 CIRCULATION: A detailed statement of the number of copies printed of every issue of PRINTERS' INK for a full year, prepared to be placed on file with the editor of the American Newspaper Directory, so that the circulation may be correctly rated in the issue of that book for 1895, shows that the actual average issue for the last year was 17,760 copies; for the last six months, 19,275 copies; for the last three months, 21,323 and for the last four weeks, 22,356 copies.

13 OFFICES: NO. 10 SPRUCE STREET.

NEW YORK, JAN. 23, 1895.

THE New York *Weekly Tribune* printed and circulated papers during the year 1894 as follows:

| | | |
|-----------|----|---------|
| January | 3 | 165,990 |
| " | 10 | 173,890 |
| " | 17 | 172,510 |
| " | 24 | 166,000 |
| " | 31 | 162,910 |
| February | 7 | 162,410 |
| " | 14 | 161,970 |
| " | 21 | 161,050 |
| " | 28 | 160,854 |
| March | 7 | 162,384 |
| " | 14 | 167,164 |
| " | 21 | 168,280 |
| " | 28 | 168,270 |
| April | 4 | 168,070 |
| " | 11 | 167,510 |
| " | 18 | 167,780 |
| " | 25 | 167,940 |
| May | 2 | 167,970 |
| " | 9 | 166,460 |
| " | 16 | 166,890 |
| " | 23 | 166,280 |
| " | 30 | 166,800 |
| June | 6 | 165,990 |
| " | 13 | 164,500 |
| " | 20 | 164,860 |
| " | 27 | 164,860 |
| July | 4 | 165,160 |
| " | 11 | 165,450 |
| " | 18 | 165,260 |
| " | 25 | 165,150 |
| August | 1 | 164,580 |
| " | 8 | 165,320 |
| " | 15 | 166,960 |
| " | 22 | 168,180 |
| " | 29 | 167,540 |
| September | 5 | 167,600 |
| " | 12 | 167,870 |
| " | 19 | 167,450 |
| " | 26 | 168,040 |
| October | 3 | 168,290 |
| " | 10 | 169,460 |
| " | 17 | 169,700 |
| " | 24 | 170,010 |
| " | 31 | 169,320 |
| November | 7 | 169,520 |
| " | 14 | 168,330 |
| " | 21 | 168,650 |
| " | 28 | 169,090 |
| December | 5 | 168,220 |
| " | 12 | 167,670 |

December 29..... 168,680
" 26..... 167,840

This means a total output of 8,681,302 copies, or an average per week of 166,948. No other weekly paper is issued from the office of and in connection with a daily can make any such exhibit as this; and the accuracy of the *Tribune's* claims is questioned by no one. The subscription price of the *Weekly Tribune* is one dollar a year. It is a twenty-page paper. The white paper requisite for 52 copies, at 3 cents a pound, would cost 25½ cents. The postage amounts to 8½ cents more, making the cost of paper and postage 33 cents—printing, editing, mailing, wrapping, bookkeeping and other expenses not being counted at all. The United States postal laws forbid the circulation of papers through the mails when sold at nominal rates, and yet a hundred and fifty thousand of these *Tribune* subscribers are supplied at 25 cents a year.

At one time the publisher of another paper, who had experienced some difficulty with Mr. Wanamaker's Post-Office, wrote to inquire whether it would jeopard his right to be carried in the mails as second-class matter if he should obtain subscribers on the same terms offered by the *Tribune*. The reply came to the effect that it would not be permitted in his case, because, in his case, it would be suspected that he obtained these subscribers for the purpose of "advertising increment."

The managers of the *Tribune* circulation department were thereupon consulted. "Why do you seek subscribers at less than the cost of white paper and postage?" was asked. "For the purpose of making our paper more valuable to advertisers," was the answer. With this information the publisher again appealed to the Department. "Will it be legitimate and proper for me to offer to accept subscribers on the terms under which the *Tribune* accepts them?" but to this inquiry he was never able to obtain any reply. The law making it illegal to sell a paper at nominal rates is, to a considerable extent, a dead letter, and it ought to be. No postmaster-general or postal clerk can be induced to set forth just what will be deemed a nominal rate. If the law were enforced it would exclude nineteen-twentieths of the papers now published. If it were repealed some one would

soon publish excellent papers, with millions of circulation, at five or ten cents a year, or absolutely free. Why not charge what it costs for circulating printed matter and cease trying to perform impossible classifications?

THE Hudson (N. Y.) *Gazette* is preparing to celebrate its 110th birthday.

IF you are sure you have an article that deserves to sell well, do not hesitate to advertise it well.

BECAUSE you cannot advertise as much as some one else, is no reason you should not advertise at all.

A NEWSPAPER man who always has his hands full is Mr. Butler, of Buffalo, whose portrait appears elsewhere in this issue.

THE department store owes its existence mainly to the natural inclination of the people to patronize the large advertisers.

WHAT magazine gives advertisers best service for the price charged? Address PRINTERS' INK on this subject, and give the facts or opinions that sustain the belief expressed.

THE Philadelphia *Inquirer* claims to have the largest circulation possessed by any Republican daily in the United States; but is wrong in this, for the position it attempts to assume has been occupied by the New York *Press* for a considerable period.

LOOK over your stock of goods and see if you haven't something that can be successfully advertised as a specialty. There is a double advantage in this: It serves to build up an income from the article itself and brings new buyers for your other goods.

A PROMINENT English journal, having a weekly circulation of something like seven hundred thousand, has been giving a weekly prize of twenty-one shillings (about \$5) for the most curious advertisement culled from any paper; but the management have been obliged to relinquish it, as some wise-aces discovered that they could easily invent an outrageously funny ad and insert it in a newspaper for sixpence, and then win the larger sum thereby. Thus is killed a laudable object.

FEW men ever read a dry goods advertisement, but most men are familiar with the names of all the local dry goods advertisers, and if they were to wander forth in search of dry goods bargains they would naturally call at the advertised stores. This shows it is impossible to avoid reading and being influenced by the advertisements.

WHICH are the six best daily papers in the United States for an advertiser's use? PRINTERS' INK invites a list from every person who thinks himself competent to prepare one. Name but one paper in one place. It will be interesting to see how opinions will differ. If the reasons that fix the selection exist in any definite form, let them be tersely stated.

THE postal laws require that a periodical shall be mailed from the place where it purports to be published. There was quite a rumpus recently about mailing the *Cosmopolitan Magazine*, at Irvington-on-the-Hudson, where it is printed, although purporting to be published in New York. The matter was adjusted in some way, but one may now examine that magazine with considerable care without finding any information as to where it is published. In Portland, Maine, there are printed and mailed the *Narragansett Sun*, purporting to be published at Gorham; the *Six Towns Times*, serving as a local paper for the town of Freeport, and the *Globe-Star*, asserted to be a Westbrook weekly. On account, perhaps, of the unusual weight and influence of its representatives in Congress, the interpretation of the postal laws for the State of Maine has enabled some publishers to do there what to some other publishers in other localities the Post-Office Department would not permit. This is a condition to be expected under a law which the courts are not authorized to construe, and for which the Department asserts it has never been able to lay down a rule of general application. What a relief it would be to Congressmen if the second-class postage rate could be made so plain that two Postmaster-Generals could agree upon its meaning, and a New York Postmaster of twenty years' experience be able to forecast what a decision from Washington would be on a case that appears to him perfectly plain.

FROM the *Inland Printer*, of Chicago, PRINTERS' INK has received a book entitled, "Artistic Display in Advertising." It consists mainly of eighty-five specimens of a displayed page, all set from one wording. These specimens were submitted in competition for prizes of \$50, \$30 and \$20, offered by the Ault & Wiborg Company, of Chicago, for the best displayed advertisements composed of the wording printed of their announcement in the October number of the *Inland Printer*. The price of the book is 25 cents, and it is worth much more than that to any advertising man. It well illustrates, however, the great truth set forth in Mr. Richardson's old novel, "Clarissa": "The skull of King Philip is very like that of any other man," for the poorest page of the eighty-five is not very inferior to the one to which the first prize was awarded.

THE Boston *Daily Journal* had an actual average issue during 1894 of no less than 83,276 copies daily. Many years ago, before the *Herald* became prosperous or the *Globe* was ever heard of, the *Journal* was, for a long period, the leading Boston newspaper. When its circulation, always large, was finally overshadowed by its energetic and pushing neighbors, the *Journal*, for a number of years, refrained from letting its actual issues be known, on the supposition that the public supposed them to be greater than they actually were. A few years ago, shortly after the decease of the late W. W. Clapp, Mr. Stephen O'Meara became the general manager of the *Journal*, and he took occasion to put on foot inquiries which enabled him to know that the public actually supposed the circulation of the *Journal* to be less, rather than more, than it was in fact. Mr. O'Meara thereupon inaugurated a system of keeping a record of the daily issues, and giving free access to every person interested, advertisers or others. It is a somewhat significant circumstance, and one that may have an influence upon other publishers similarly situated, that from the day Mr. O'Meara adopted the open and straightforward plan, the circulation of the *Journal* has steadily increased.

DOES the man live that comprehends the postal laws and usages applied to second-class mail matter?

WORKING THE DOCTORS.

By Charles C. Teall.

Long Island's letter in your issue of the 19th inst., concerning advertising by sample, prompts me to give my experience and views on that rather knotty problem. My knowledge in that line is in a little different direction from his; but, perhaps, some ideas may be adduced from it to apply in general work. A year ago I engaged with a new house who were about to open an Eastern campaign with a prepared food, which involved sampling physicians as one form of advertising. Heretofore my work had been entirely with the dry goods trade, so it was a business to learn from the beginning. I "tried it on the dog" in Newark, which town will give abundant experience with very little searching. Next came Albany, which is a good side partner for the Jersey metropolis in point of conservativeness. By the time I had finished that town I had evolved this plan, which I followed thereafter, and always with good results. I had shipped ahead of me samples enough for the place I was to work, and on my arrival selected the best jobbing drug house, or, if none in town, the best retailer, and obtained the buyer's permission to have them delivered at his store and make it my headquarters. This was always cheerfully given, and then without any talk I went to work. First I took a directory and made a list of physicians by streets, with office hours, and then sallied forth. My house being a Western one, they wished to live up to the traditions of generosity that section has, so I gave two full pints—one of each variety—to every physician in town of any standing. That caused me to be in and out of the store many times a day, and I earned the reputation of being a great worker. Between times I visited the retail druggist and sung to him the song of our great future as an advertiser, exercising my persuasive powers at the same time. He answered with great uniformity, "Buy it quick enough when called for, and not before." Generally he stuck to it unless I was able to interest a physician sufficiently to intercede in my behalf. As a rule I would find one or two who would enthuse or give a prescription which would reach the jobber, so before I left town I would place the goods and be ready to sup-

ply any demand. In some cases it was voluntary, and in others my work was a sufficient guarantee of future business. A few days after finishing a town I wrote to every physician on whom I had called and named the different dealers who had the goods—more as a reminder than anything else. Then I was through with it. I had done all the personal advertising possible, *i. e.*, sampled the physicians, posted the retail druggist and sold the jobber. It now lay with the house to make success. Some form of advertising was necessary to keep it alive. What was best? I decided as follows: First, general work in the high-grade publications. These make an impression on the casual reader, but unless he is particularly interested, not sufficient to make him inquire for it. They are also excellent to keep an established article alive. After a time the interest must be localized. When our casual reader begins to see it in his home paper, notes that his neighbor, John Smith, the druggist, has it in stock, he is liable to show some interest, or perhaps a fancy card may carry it to a third stage. So by association with the first impression, then his home paper, then the card, it is stamped on his memory for future use. An article of merit can be successfully launched in that way. There are many instances where a food or kindred preparations have been established solely by samples and literature distributed by mail or the dealer. Others have become great sellers by aid of billboard work, coupled by a small amount of newspaper space. Always an association of ideas. One well introduced remedy made its start in the smaller cities by distributing pamphlets from house to house. The dealers were ready to buy on the strength of it, and it produced good results. I find advertising even in a small way very effective as a "moral suasion." The very word with many dealers is potent, and he often bites at a very small bait of printers' ink. Of course it then lies with the house whether their preparation shall be buried with the thousand other dead ones which litter druggists' shelves, or shall be live matter. This much-abused dealer has too many things on his mind to push any one, so it must take its chances. I will give him credit for one thing, however. He will get a preparation for a customer if it

is to be had. Now, the application of my plan of work to the consumer is simple. Just substitute him for the physician, and it is done. If an ad which has been running for some time is followed by samples it is pretty sure to be effective.

Personal advertising, sampling, etc., must be followed by newspaper announcements. The people must know where to get the preparation or the effect is lost, for humanity is fickle and the impression of a single swallow, be it ever so sweet, is soon gone. Once the hand is put to the plow it must stay or all that has been done is vain. Better not at all than half way. I thoroughly believe in sampling judiciously done and properly followed up.

♦♦♦

"ADVERTISING GOVERNS BUSINESS."

Said the manager of a large and prosperous building association: "We are, I may say, advertised by our loving friends. Hundreds of gratified people who have become owners of homes through us, or have laid up snug investments by small payments not missed, are talking about us all the time, without price or solicitation, and we reap the results of this publicity in every day's business. But we keep up our newspaper advertisements all the same. Why? Well, it's partly a secret, but I'll tell you. Our members expect it! They see the advertisements of the other concerns that are in the same field as ourselves, and then they look for ours. If they didn't find it they would suspect we were falling behind, and there would soon begin to be loss instead of gain in our membership and resources. Put this down for one of the maxims that the 'little schoolmaster' is so usefully supplying to the business world: Advertising governs business; not business, advertising. The proposition is perhaps novel and is rather startling, but has become true. And here is another truth, that advertisements worth reading are read attentively and critically. Whenever one of our ads is a hit, as sometimes happens, I hear of it for days and days afterwards, and when one falls below the standard, as it will occasionally, I hear from that also. We have found out by experience that the best we can do is none too good for those we aim to reach."

F. J. BENJAMIN.

THE PROSPEROUS SOUTH.

By Theodore Stuart.

While the obvious answer of the Yankee to the question: "Why advertise in the South?" would be, "Why not?" there is still a better answer.

In 1890, according to the United States census, there were 22,217,681 inhabitants in the sixteen Southern States. During the last ten years, from various causes, chiefly political, the industrial and commercial advancement of the South has been steady and rapid. Since the census of 1890 careful estimates, compiled from reports from the various cities, indicate that the population has increased ten per cent in the sixteen Southern States, and that, at the present time, it exceeds twenty-five millions.

These people are homogeneous. They are clannish to a degree unknown anywhere else in this country. They have the same origin, the same tastes and the same prejudices. Their habits are similar and so are their needs. Consequently, what suits the people of one State practically suits all—the commodities which sell well in Delaware and Maryland will be marketable likewise in Texas.

In order to present the argument succinctly, here is a list of important cities, which may be designated as the Eastern group, showing their populations in 1870 and in 1890:

EASTERN GROUP—POPULATION.

| | 1870. | 1890. |
|--------------------|---------|---------|
| Wilmington, Del. | 30,841 | 61,431 |
| Baltimore | 267,354 | 434,439 |
| Richmond | 51,038 | 81,388 |
| Norfolk | 19,229 | 34,871 |
| Wheeling | 19,280 | 34,522 |
| Charleston, W. Va. | 1,593 | 6,742 |
| Raleigh | 7,790 | 12,678 |
| Wilmington, N. C. | 13,446 | 20,056 |
| Asheville | 2,593 | 10,235 |
| Charleston | 48,956 | 54,955 |
| Savannah | 28,235 | 43,189 |
| Macon, Ga. | 10,813 | 22,746 |
| Augusta | 15,389 | 33,300 |
| Atlanta | 22,789 | 65,533 |
| Jacksonville, Fla. | 6,912 | 17,201 |
| Mobile | 32,034 | 31,076 |
| Birmingham, Ala. | 0,000 | 26,128 |

The growth of these cities has been rapid. It has not been phenomenal, like the growth of the Western cities of the new States on the other side of the Mississippi Valley; but, with the single exception of Mobile, it has been uniform, creditable and permanent. In particular instances, say Baltimore, Wilmington, Del.; Norfolk, Macon, Atlanta and Birmingham the rates of

increase have been almost as remarkable as the immigrant cities of the Northwest have shown. Many of these cities were scotched or destroyed by the war. All of them were retarded. Mobile and Charleston were devastated. In 1861 more than one-half of Charleston was burned; then it endured a siege of two years, and a few years ago, only, underwent several shocks from a destructive earthquake. The harbors of both cities have been deepened, so that now Mobile has an important and growing fruit business, as the entry port for the commerce of the Gulf and the distributing point for the South and West. Charleston is to be one of the termini of the great Louisville and Nashville Railroad system, and will become an important port for special commodities, including rice, cotton, tar, tobacco, coal and iron. Hence, even these laggard cities have begun to revive, and move faster.

Another list, the Western group, shows still a greater increase in population. It includes the phenomenal cases of Kansas City and St. Joseph, Missouri, and the high rates of increase as shown by several cities in Tennessee and in Texas:

WESTERN GROUP—POPULATION.

| | 1870. | 1890. |
|-------------|---------|---------|
| St. Louis | 310,864 | 451,770 |
| St. Joseph | 19,565 | 52,324 |
| Kansas City | 32,460 | 132,716 |
| Covington | 24,505 | 37,371 |
| Newport | 19,802 | 24,918 |
| Louisville | 100,753 | 161,129 |
| Lexington | 14,801 | 21,567 |
| Knoxville | 8,682 | 22,535 |
| Nashville | 25,865 | 76,168 |
| Chattanooga | 6,093 | 29,100 |
| Memphis | 40,226 | 64,495 |
| Meridian | 2,709 | 10,624 |
| Natchez | 9,057 | 10,101 |
| Little Rock | 12,380 | 25,874 |
| New Orleans | 191,413 | 242,039 |
| Dallas | about | 3,000 |
| Fort Worth | 2,300 | 23,076 |
| Galveston | 13,818 | 29,684 |
| San Antonio | 12,256 | 37,673 |

The growth of the cities of this group has been remarkable during the last four years. St. Louis has increased over 200,000, while Chattanooga, Memphis, Nashville and the cities of Texas have gained from twenty to fifty per cent in population. Several cities, notably Memphis, which suffered from an epidemic of yellow fever, have contended against specific calamities in addition to those resulting from the civil war and the disorganization of labor, which affected the entire section disastrously.

In 1870 the center of population of

the United States was 48 miles, east by north, from Cincinnati, Ohio; but in 1890 it had traveled 106 miles westward to 20 miles east of Columbus, Ind. It is not moving into the booming Northwest, as many of the eager land-speculators would have us believe.

These pertinent facts in regard to the number of people who inhabit the sixteen Southern States, considered in connection with the daily accounts of the mines, mills and other new industries which are being established in the South, answer the question: "Why advertise in the South?"

Customers are there. With increasing population, alone, there would be an increased demand; but there are increased purchasing power, greater wealth and increased luxury, as well. The march of industry is keeping pace with the increase in population. There are more people now than ever before, and they are better able to buy. There is no indication of a retrograde movement in the South. Quite the contrary, there are many indications that, having survived so many calamities, special and general, the South has begun a career of wonderful prosperity, recent and vigorous, which during the next ten years will exceed the commercial and industrial progress of any country in the world. There are all of the elements to promote such a phenomenal era, in the temper of the people, in the salubrious climate, in the marvelous fertility of the soil, and the inexhaustible wealth of the mines. Who is the merchant who can resolve to refuse to work this field in the South?

HERE AND THERE.

Everybody familiar with the District Attorney's office is aware that an irresponsible official, known as the Indictment Clerk, has been the custodian of indictments for many years, and that he has been almost the only person who knew about them or exercised much control over them. He could pigeon-hole almost any one of them and few persons would be any the wiser for it. The practice has been an abuse of the most far-reaching character.—*The Nation*, Jan. 10th, 1895.

The above extract describes a condition of affairs concerning the administration of justice in New York City to which the new Recorder, Mr. Goff, has summarily put an end. A precisely similar condition exists in the Post-Office Department at Washington, in the case of indictments or charges for violating the laws in the way of mailing printed matter at second-class rates that may properly be chargeable at third-class rates, or at about eight

times as much. During the last Administration a case wherein the Superintendent of the Census was interested remained pigeon-holed a whole year, and another relating to a campaign sheet was held over till after election. Friends of the clerk in charge, who meet him at card parties and elsewhere of an evening, assume to exercise an influence in these matters that may well be worth the money consideration sometimes demanded for it.

BETTER NEW YORK ADVERTISING.

GOTHAM MERCHANTS CHANGING AND IMPROVING IN METHODS AND MATTER.

"Yes, there is a decided tendency toward improvement," said Mr. Brainard, the gentleman who is next to Mr. Crofts in the city advertising department of the New York *World*. "Take cuts—dozens of advertisers are using them now, and a year or two ago only Bloomingdale Bros. were using them. People have watched the success of that great establishment, all of it due to advertising; and now Adams, Truesdell, Spreiter & Co., and a dozen more are using cuts plentifully in half-page spaces, another idea in which Bloomingdale Brothers are the New York pioneers.

"And men in specialty stores are following the same idea. Cammeyer illustrates his shoe ads. Nearly all the clothing men now use cuts, but the line seems to be drawn at the New York furniture men, only a few of them using cuts—J. H. Little conspicuously. Little's illustrated ads last winter were very novel and attractive. The Brooklyn Furniture Company use cuts extensively and sell lots of furniture, but no high-price cash house, like Flint or Horner, use cuts yet, spite of the splendid Boston example of the Paine Furniture Company. They consider space too expensive. But they will come to it—all enterprising New York houses will."

"Do you think such conservative houses as Arnold & Constable, Stern Bros. and Lord & Taylor will eventually adopt cuts?"

"Certainly."

"Will the newspapers eventually drop that double charge for cuts and display?"

Mr. Brainard smiled as he replied, "I really can't say."

ADVERTISING IN AKRON.

By Geo. C. Jackson.

Advertisers in Akron, Ohio, have some very crude ideas of what should be said in an advertisement. One of them, a clothing firm, occupied twelve inches in a leading daily paper, on the 24th day of December, to wish "Merry Christmas to one and all." Neither the goods the firm sells or their address is mentioned. In the same issue of the same paper another firm covered eight inches of space in expressing good wishes to the public, incidentally mentioning a clothing house in somebody's block, but whether on the top floor or in the basement no one could tell from their advertisement. In a corner of the eight-inch ad is a star, possibly representing the Star of Bethlehem. It is so badly battered and irregular that the ordinary observer would be led to think that the star had collided with a comet.

Another advertiser, in this paper of the same date, paid for an eleven-inch triple column space to make the same statement the other advertisements contained, concluding with the information that he was a "men's and boy's outfitter" at a certain location. In the same issue another firm used nearly twelve inches of space, without giving their address or even mentioning, throughout a discourse of one hundred and twenty-nine words, the nature of the business in which they are engaged.

Again, in the issue of December 31, of the same paper, the advertiser last referred to publishes a "New Year's Greeting" in the same space. The firm speaks at even greater length of their own enterprise, skill and "up-to-date" methods, not in any way, however, giving the slightest clue to the reader of what they wanted to sell, whether they have anything to sell, or the place where they would sell something if customers continue their "liberal patronage."

The "men's and boy's outfitter" appears again in his space of thirty-three inches in the issue of December 31, with his wishes, in three-line pica, for a "Happy New Year." He adds another line in which he says, "Watch Our Ad Wednesday." One other advertisement of two inches, in the same paper, speaks of the "Happy New Year Time," omitting any reference to the line of trade.

A more remarkable advertisement was found in looking over the files of another Akron newspaper. In an eight-inch triple column space these words were printed in four-line pica type: "Do you know we are going to have a strictly one-price clothing house here? Watch this corner for a week." No name, no address, no other information to enlighten the reader was contained in the advertisement. If any one watched that "corner" for a week his eyes must have been sore from sleepless nights. Upon examination of the same "corner" of another issue, the advertiser was found to be the "men's and boy's outfitter."

These advertisements are published by those who may be said to be the "large" retail advertisers of Akron: All have goods to sell which are necessities. Each separate advertiser expected people to come to his store, at some time after reading his advertisements. There is no evidence in any of these advertisements that any person would be influenced to purchase a dollar's worth of goods in a place other than that which he had been accustomed to patronize; yet these advertisers and others like them, in other cities, will say that advertising don't pay and that they spend too much money in advertising. It may be safely said that the firms who pay for this class of "ads" have not spent a cent for advertising, but many dollars for boasting and blowing.

Another very common mistake is found in these sample "ads." The attention of the reader being once obtained, he is told to "watch this space for a week," or "to look for our ad" some other time. Why not tell him to buy somewhere else? It sounds as reasonable. When the paper comes which has the announcement previously referred to, there are few chances that a person will think of it again or look it up if he does. If an advertiser has had one minute of a reader's attention without impressing anything upon the latter's mind, what right has he to ask for more time to tell another story which may be equally fruitless?

It is not the fault of the newspapers that ads without any thought in them do not bring returns. The average reader will conclude, when he sees in the advertising columns a half a dozen wishes that he may be merry and happy, that there is something insincere in all of them, and when he gets

ready to buy he will especially avoid this class of advertisers.

A concluding thought intrudes itself at this place. What a "ten-strike" some competing dealer might have made with a modest, straightforward advertisement in half the space of those other advertisers. It might have influenced a hundred persons who were doubting where to purchase. Verily, the services of an advertising expert are needed in Akron.

STREET CAR ADS.

I rode for six months up and down the length of the Alley "L" road in Chicago, and, of course, read the ads in the cars many times, because I could not help seeing them, and, having nothing else to do, I read them. I thought about those ads a great deal and speculated as to the value of them every day. The other day I rode over the road and saw all of them, and after I left the car I tried to remember as many of them as I could. I could remember that Price's baking powder was "the best made," and that there is a brand of mince meat that "is like mother used to make," but could not remember the name; "Alfred Peats deals in wall paper," and

The man who lets a lady stand,
While others push and crowd her
Needs some of the best and purest brand,
Some Cleveland's Baking Powder
To raise him.

The Hub clothing store clock had a place in my memory, and "Carter's Little Liver Pills" I was not sure of, for that has been hammered into my brain until I see it in my dreams along with "Hood's Cures" and "Ayres Cures Others and Will Cure You."

The point I want to make is that among all those ads, seen every day twice, less than half a dozen are constructed in such a manner as to leave an impression on my mind definite enough to induce me to call for the article advertised in preference to allowing the seller to give me any other similar one.

If I were going to buy baking powder I should call for one of the three brands prominently advertised all over the country, and if it was mince meat I should certainly want the kind "mother used to make." It seems to me that there is room for improvement in street car ads.

MILLER PURVIS.

JEWISH PAPERS.

By Oscar Herzberg.

The Jewish portion of the American people is a factor that the farseeing advertiser cannot afford to neglect. The Jews have an innate knack for making money, a faculty that is usually accompanied by ample spending ability. They can be easily reached by their class publications, which, though few in number, cover the field thoroughly and are at the same time sufficiently diversified to enable the advertiser to choose the medium best adapted for reaching the class of Jews he desires to influence. In the present paper will be given a resumé, with running comment, of all Jewish papers published in the English language accorded a circulation exceeding 1,000 copies. It may be remarked, in passing, that the majority of Jewish papers differ from the papers of other denominations in that they are social rather than religious publications; they give, as a rule, more prominence to the news of births, marriages, deaths or other social events among the Jews than they do to discussions of the eternal verities. This increases the number of readers; the ladies read the social gossip, while the men read the more serious parts.

The Menorah, of New York, is the only monthly devoted to Jewish interests that is published in the United States. It is the Jewish magazine *par excellence*, and stands in about the same relation to current Jewish journalism as *Harper's* or the *Atlantic* to the daily newspapers. Its price is 25 cents a number, or \$3 a year, and its form and appearance are similar to those of ordinary secular monthlies. With a constituency of 9,500 readers, recruited largely from the purchasing ranks, it certainly seems as if this publication should be an excellent advertising medium.

It is, aside from its literary features, the organ of the Benai Berith, one of the largest, if not the largest, Jewish fraternal orders in existence.

The American Israelite, of Cincinnati, is credited with the largest guaranteed circulation of any Jewish paper in the United States, viz.: 23,760 copies. It is edited by Rabbi Isaac M. Wise, the most prominent exponent of radical Judaism in America, and altogether is an excellent newspaper. Its matter is entirely original, which is not

true of all Jewish papers, some of which employ "plate" or "patent insides" to a limited extent.

The same firm that publishes *The American Israelite* in Cincinnati publishes the *Chicago Israelite* (guaranteed circulation, 8,000), which is similar in essentials to its Ohio brother. Chicago has also two additional Jewish publications, called respectively *The Occident* and the *Reform Advocate*. *The Occident* is credited with a circulation of 17,500 copies, and is, in my opinion, the most representative journal of its class in Chicago to-day, and the fact that it employs "plate" to a limited extent does not at all detract from its advertising value. The *Reform Advocate*, claiming a circulation (guaranteed) of 9,300 copies, is in book form, and in appearance reminds one strongly of the *Outlook*. The small size of its pages, and the fine paper used, make each individual advertisement stand out strongly. The character of the circulation is of the very highest, the editor, Rabbi Hirsch, being one of the best-known Jewish ministers in the United States. If I were asked how to divide one's patronage to Jewish papers in Chicago, I should reply: Give your ordinary advertising to the *Chicago Israelite* and *The Occident*, but for advertisements of books or other merchandize where people of culture are to be reached and influenced, use the *Reform Advocate*.

The *Jewish Voice*, of St. Louis, with a circulation of 7,500 copies, covers the field in St. Louis and contiguous States. It is a model paper, entirely original, and a good paper, because it is simply a Jewish newspaper and does not aim to include anything and everything in its columns.

In San Francisco the *Jewish Times and Observer*, with a circulation of 2,250, is the only publication of its kind in the extreme West.

Coming East, we may mention the *Jewish Tidings*, of Rochester, with a circulation of 4,000 copies, and proceed at once to a notice of New York weeklies. Foremost among these in circulation stands *The Hebrew Standard*, credited with a circulation exceeding 7,500 copies. This publication devotes much of its attention to notes of social events. Its principal advertisers are large Jewish retail establishments; and it seems to have solved the question where storekeepers should advertise, for its columns

contain the advertisements of a large number of merchants in various lines of trade. The only objection to it is that there seems absolutely no limit to the number of advertisements of this character it desires, and consequently it frequently encroaches on the readers' space. But it is an excellent publication without, and I know that advertisements in it are apt to pay.

Besides the *Standard*, there are three other Jewish papers in the metropolis, each with a circulation of two thousand two hundred and fifty copies. They are: *The Jewish Messenger*, the *American Hebrew* and the *Hebrew Leader*. *The Jewish Messenger* and the *American Hebrew* are quite similar in character, which is of literary order—far more literary, in fact, than the *Hebrew Standard*. The smallness of their individual circulations is a great fault, however. *The Hebrew Leader* can be dismissed with a word. It no more represents Jews or Judaism than does the *Moslem World*. It consists of Atlantic Coast List "patent matter" entirely, interspersed with advertisements of merchants in Newark, where all its affinities lie, although it is ostensibly published in New York City.

The *Jewish Exponent*, of Philadelphia, covers the South Atlantic States very thoroughly. It is very similar in character and appearance to the *Jewish Voice*, of St. Louis, and is a model Jewish paper, with a large guaranteed circulation (8,000).

These are all the Jewish papers of any importance in the United States. They emanate only from large cities, simply because Jews congregate only in large cities. Altogether, they are very representative religious-social publications.

SURPRISES IN ADVERTISING.

A recent correspondent in *PRINTERS' INK*, under the caption of "Pictures in Advertising," calls attention to certain illustrations well known to the average magazine reader, in which inappropriateness is conspicuous. The matter is so well presented that the writer would have an undoubted case against at least two prominent advertisers but for two reasons. First, the ads are still in use; second, they are successful. Therein lies a tale, and one of the surprises of advertising. A few years ago a hue and cry was

raised in several publications for advertisers against the picture of a white man being skinned alive by Indians. The ad was of the *Great Divide*, a Western journal of undoubted originality, and appeared in most of the high-grade magazines. Sentiment was almost unanimous against it. Nevertheless it proved a profitable investment, and was, perhaps, more talked about than any rival of the season. Here was another surprise for the advertising fraternity.

Few dispute the advantage of at least occasional change of copy. In fact, a very long run of one ad is generally considered suicidal, and quite out of the field of the successful advertiser. A certain New England advertiser of a proprietary article has pursued that ruinous policy for so many years that it ought by all the rules of advertising to have driven him into bankruptcy years ago, but he is most persistently prosperous. Surprise three.

One does not have to be very aged to remember the first announcements of E. C. Allen. He used practically no display. The ad was set in small type and presented a crowded appearance, if ever any ad did. In short, it was about as hopeless a case of violating all known rules as one can find even in the country weekly. As Allen's field extended, still with the unattractive ad, more than one expert watched for one more disappointment and failure in the advertising world. But at the time of his death Mr. Allen's business and check were worth many an ad solicitor's trip to Maine. Shall we call this number four?

Of course it is easy enough to say that all of these would have done much better had different methods been adopted; the more so because no one can disprove the statement. On the other hand we cannot prove that it is true, however well we may prove that it ought to be true. Success is a hard fact to argue against if it be an accomplished fact. Any of the above methods of advertising previous to their trial could have been reasoned into oblivion without difficulty, so far as professional advertisers are concerned. Now the best we can do is to admit that the ways of the "reading public" are past finding out; also, that the science of successful advertising is not wholly understood.

WILDER GRAHAME.

ON A BANK CHECK.

An idea adopted by a firm manufacturing Bromo Seltzer is explained by this transcript from a rubber stamp which the firm uses in indorsing their bank checks when depositing them. Inasmuch as all indorsements on checks are read by the banks before paying them, it will be seen that this advertisement travels pretty extensively over the country and perchance *must* reach those whose eyes it is intended for, whether they wish to see it or not. The reading is as follows:

FOR DEPOSIT IN THE
Drovers' & Merchants' National
Bank

OF BALTIMORE,
TO THE CREDIT OF THE
EMERSON DRUG CO., Baltimore, Md.

MANUFACTURERS OF
BROMO SELTZER.

Cures Bankers' Headaches.

JOS. F. HENDES, JR., Sec'y.

It is known that bank men are subject to nervous disorders on account of their sedentary labor and the strain they work under; this method of supplementing newspaper work is direct and must be to a certain extent effective.

THE PROVINCE OF "THE EXPERT."

Not long ago I stepped into the office of the head of a large retail firm and found that worthy in a literal sweat over a half-page ad for the Sunday papers. He explained that he knew exactly what he wanted to say, but that he lacked the faculty of expression. Why didn't he get an advertisement writer? He gladly would, but he has not been able to find a man for the place. I whistled softly, and he explained:

"I had half a dozen fellows here, who announced themselves as 'experts' in the line of advertising, but I soon found out that they couldn't understand that I wanted a man to write ads, not to manage my business."

"When I would tell them that I had a certain line of goods I wanted to work off, invariably they would suggest that we make a drive on something else."

"Now, when I put a salesman be-

hind the counter I expect him to sell what's there. Of course, from his actual contact with customers he can often give the buyer valuable suggestions, but I want him to sell what he has on hand, not to indulge in hypothetical cases. It's the same way with the ad-writer. Here's my stock—I have a buyer to buy it—here are my prices; now, what I want is a bright young fellow who can get me up a clever ad, one that is terse and convincing. If I want a business manager I'll hire him."

I told my friend that there are plenty of "experts" who can fill his bill of particulars, but at the same time I was convinced that there is a great deal in what he says.

The "expert," in his professional enthusiasm, knowing that advertising is business, forgets that it is not all of business. In his great zeal he becomes an idealist and works out an ideal ad and then tries to twist the business around to fit the ad.

The successful ad-writer learns early in his career that it is a condition, not a theory, that confronts him, and his ads are written to fit the condition.

MANO MORROW.

Springfield, Ohio.

INK DRGPs.

AN ad that suits many—The clothier's.

THE best form of an ad—The one that sells.

SUGGESTIVE ad for a schoolboy—Collars and cuffs.

SPANGLES is of opinion that wall signs are of fence-ive advertising.

A FOOR illustration often blights the appearance of a good advertisement.

A SMART advertiser is known by the mediums he drops.—JED SCARBORO.

IT is better not to advertise too much than to advertise things that are not so.

THE reputation for truthful advertising is the soundest commercial character.

POKER TERM: "A full house"—The business place of a judicious advertiser.

THE trouble with a bill-board is it's apt to fall flat in windy weather.—JED SCARBORO.

THE proprietary medicine manufacturers are still the largest general advertisers, but they are no longer the most numerous.

NOWADAYS a daily paper issued in a town of 50,000 people contains almost as much general news as is printed in the big metropolitan journal.

A MAN with a reputation for lying is socially shunned, and, in like manner, the public shuns a store where it has been deceived by false announcements.

If the people find a merchant's advertising always bright, fresh and good, they are inclined to think the same of his business methods as regards the goods he sells.

MR. JOHN W. PRITCHARD, manager of the *Christian Nation*, New York City, was the constructor of the New World Ferris Ham advertisement, recently reproduced in PRINTERS' INK.

A RETAIL grocer in Middletown, N. Y., has a portion of his cover on delivery wagon slatted, and each morning chalks on some special price of some goods. It proves a good ad for him.

THE sharp ad—the one with a razor edge—sometimes cuts the cord of sympathy between the public and the advertiser instead of cutting the slice of business it was ground to cut.—JED SCARBORO.

CIRCULATIONS, like metals, have their qualities and values. An ounce of gold is worth more than a pound of brass. A small ad in a paper of high-class circulation is worth a page in a "cheap" sheet.

A MAN who didn't care two shakes of a lamb's tail about the newspapers rode fourteen miles through a heavy snow storm to get a copy of a weekly that spoke of him as a "prominent citizen."—Ex.

THE New York *Sun* seems to be a pretty good judge of desirable advertising mediums, as in advertising its advertising space it utilizes two mediums, one of which is PRINTERS' INK and the other is the *Sun*.

WHEN a person buys goods on the installation plan they curse the firm that delivers them in vans with advertisements painted all over the sides of the cover. This is an idea given to me by a housewife so humiliated.

THE extraordinary popularity of Japanese goods of all kinds in the American and European markets indicates that a good part of the expense of the Japanese war may be reasonably charged off to profitable advertising.—*Providence (R. I.) News*.

OWING to lack of readers, the *Plain Truth*, formerly published at Hinsdale, N. H., has expired, and the publisher asserts that its name was responsible for the catastrophe, and that the publication of an Infernal Liar or a Secret Trickster would be more profitable.

AS a straw in the advertising wind, it's interesting to note that N. W. Ayer & Son have inaugurated negotiations with leading magazines to run colored inserts for Cottolene; one specification being on condition that no other colored advertisement shall appear during the life of the contract.

THERE is nothing a successful man—says one who has risen to be the manager of a big business house—is so proud of as his efforts at wit. To write an ad that will make his friends pat him on the back and tell him how clever he is, inflames his pride and affords him a satisfaction that religion cannot give.

THE man who is enthusiastic over the merits of his goods can scarcely fail to advertise successfully. Perhaps a not unimportant factor in the remarkable success which at one time attended the advertising of Warner's Safe Cure was the strong conviction of the proprietor that it was the greatest remedy ever manufactured.

It's all right to scatter "seeds of kindness" with the hope of reaping a reward—in heaven; but the man who scatters his advertisements over every church fair programme, magic lantern slide, fence board and gutter snipe, need not expect his business results on earth. Concentration is the keynote of modern success in every line; the second hundred dollars spent in any legitimate advertising medium is worth three times as much as the first.

A GOOD street auctioneer cannot only draw a crowd of people around him, but retain their interest until he has explained the merits of his wares. The knowledge of human nature which enables him to do this is the same as possessed by the advertisement writer who, after having by the use of some clever catch-line attracted the reader's attention, will, by the character of the matter accompanying the catch-line, keep the readers interested until they have absorbed the entire advertisement.

DEALERS carrying in stock some much advertised article, as, for instance, "Pearline" often think that it will not pay to advertise this fact locally. Everybody knows about "Pearline." That is true. They do. The fact stares them in the face every time they pick up a newspaper or a magazine that there is nothing like "Pearline." By mentioning prominently the fact that he keeps "Pearline," John Jones reaps an incidental benefit from the enormous outlay of the Pearline Co. John Jones' name becomes associated in the popular mind with "Pearline." At every sight of a "Pearline" ad, the thought recurs, John Jones keeps it. It matters not that every store in town has "Pearline" in stock, Jones has the call and will be able to pay his freight.—*Cannelton (Ind.) Enquirer.*

Displayed Advertisements

50 cents a line: \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

"In it Twenty-five Years." Advertising in
GEO. W. PLACE Newspapers and Magazines.
Lists, rates, etc., at 62 BROADWAY, NEW YORK.

THEY PAY THEM. So say all our regular customers for
PATENT COIN MAILING CARDS.
Large circulations pay the advertiser. Our Coin Cards will increase your circulation. Send at once for samples to ALVORD & CO., Detroit, Mich.

FOR \$10.00.

Advertisement.—A publisher wishing to insert a short statement of ten lines or less in the column with and following the description of his paper, in the American Newspaper Directory for 1895, may do so at the nominal price of ten dollars, which price will include a free copy of the Directory to be sent by express as soon as issued. Ten lines will accommodate sixty words, but a smaller number of words will not be accepted for less than the price named. Additional matter may be inserted at ten cents a word. No display or full face type can be used. Payments for statements of this sort will be expected by check or post-office order when proof is submitted. For payment accompanying the original order—\$10 for sixty words or less, and 10 cents extra for each word more than sixty—a discount of 10 per cent may be deducted. All statements of the sort indicated will be set in pearl type (of which this is a specimen), and will be preceded by the word "Advertisement." In this way it will be possible for a publisher, or on his own responsibility, to convey any information that he deems important to him, from advertisers and other users of the Directory. Not very long ago an offer of five thousand dollars was made and refused in one case for a notice similar to this now granted for a nominal sum.

The American Newspaper Directory for 1895 will also offer to publishers of newspapers, who furnish portraits, or pictures, illustrating their newspaper buildings, the privilege of having them inserted in the Directory in connection with the description of the paper at the nominal price of ten dollars, which will include a copy of the book sent free by express, as soon as issued. The necessary drawing or reproduction can be made from a photograph or other picture, and for this work there will be no extra charge. Such a picture may prove a valuable and attractive advertisement. It would appear that a publisher who owns an office building worthy of illustration, or who desires that his face shall become known to advertisers and others, may wisely avail himself of the privilege here offered. The cut must not exceed one inch in length or in width, and in appearance is subject to the approval of the Editor of the Directory.

Those who take pains to examine issues of the Directory for previous years will find specimen pictures of newspaper establishments. When a newspaper owns an office it is well to let the fact be known; for the proprietors of papers are those who advertisers are inclined to think most likely to bring satisfactory returns. Publishers desiring both the announcement and the picture, and but one copy of the Directory, will pay \$15 for the combined service, and 10 cents a word extra for each word more than sixty. Address all communications to AMERICAN NEWSPAPER DIRECTORY, No. 19 Spruce St., New York.

ANACONDA STANDARD, ANACONDA, MONTANA.

A sworn statement of THE ANACONDA STANDARD's circulation for the month of July shows a net gain of 1,063 over June. While all other daily newspapers in the Northwest are *watting*, THE STANDARD, with its "get there" policy, covers the State of Montana, a special handcar service of six hundred and three (603) miles; this in conjunction with the Great Northern Railroad's regular service gave the people what they wanted—the news. The phenomenal increase of circulation shows that efforts are appreciated. The circulation of THE ANACONDA STANDARD is greater than that of any other daily newspaper published between the upper Mississippi and the Pacific coast, covering the entire central northwest. Circulation books, post-office receipts, paper bills, etc., open for the inspection of any advertiser. Will any other daily newspaper in Montana or the central northwest give a sworn statement of one-third as much circulation?

E. KATZ, EASTERN AGENT.

186 WORLD BUILDING.

NEW YORK CITY.

Samples

of my work can be seen in every copy of PRINTERS' INK. What do you think of my taste and skill? Is your Printing done as well? If not, I can make it so. I can accommodate you, whether you have a 2-line ad or a magazine to be printed. I don't ask for check with order either.

WM. JOHNSTON, Manager Printers' Ink Press,
10 SPRUCE STREET, NEW YORK.



I Can Help You Get It.

"POP" MYERS, Artist Thinker and Writer of Advertising.
Offices: 175 & 176 Times Building,
NEW YORK.

"How I've Helped Others Get It" (in book form)
25 Cents.

Printers' Ink for
Nov. 28th, 1894,

The Year Book Issue

Inasmuch as the Post-Office Department will not distribute the interdicted issue of PRINTERS' INK without prepayment of postage, 10 cents a copy, on each separate book, and inasmuch as, on this account, we have fully four thousand copies on hand in excess of those intended for the ordinary demand, this is to make known to interested parties, everywhere, that we will receive and execute orders for this book at 10 cents each or \$10 a hundred, until the edition is exhausted, and will *prepay the postage or freight in every case.*

Address, with CASH,

PRINTERS' INK,
10 SPRUCE STREET, NEW YORK.

IT COVERS THE GROUND!

Going as it does into more comfortable homes than do any other two papers in Milwaukee,

The Evening Wisconsin

is the only newspaper that **NEED** be used by advertisers in order to reach the cream of the Milwaukee trade.

THE EVENING WISCONSIN COMPANY,
MILWAUKEE, WIS.

Eastern Branch Office:
10 Spruce St., New York.
CHARLES H. EDDY, Manager.

That poor people take the

Vickery & Hill

papers, is a mistaken impression.

Our papers are taken by the **COUNTRY** people, but most of the country people are well-to-do; quite prosperous enough to be able to buy any article they see advertised that they want, if at a reasonable price. That they are more easily influenced than their city friends is conceded by any thoughtful person. It would astonish, we fancy, a great proportion of the readers of this article if they could know the very large number of subscriptions that we receive on printed letterheads of bankers and business men. Any article of necessity, and very many articles that might be termed luxuries, can be sold through our advertising columns.

HOME OFFICE, AUGUSTA, ME.
NEW YORK OFFICE, - 517 TEMPLE COURT,
C. E. ELLIS, Manager.

Too Late
 for the February
 Issue of the
New
England
Magazine
 BUT
Just In Time
 FOR THE
MARCH ISSUE.

WARREN F. KELLOGG, Publisher,
 BOSTON.

FRANK E. MORRISON, Special Agent,
 Temple Court, NEW YORK.

SAGINAW
COURIER-HERALD.

Daily, 6,000

Sunday, 7,000

Weekly, 14,000

The Leading Paper in Northern Michigan.

Largest Weekly in the State, outside Detroit.

Covers the homes of that section very thoroughly.

Delivered by its own carriers into the hands of its readers.

Receives full Associated Press Reports.

Saginaw — population, 60,000 — is the Third City in Michigan.

For particulars, address

H. D. LACOSTE,
 38 PARK ROW,
 NEW YORK.

No Claims

No Affidavits

No Promises

No Rebates

No Discrimination

- BUT -

THE CALL

OF PHILADELPHIA

Will Give Every Advertiser

A FAIR RETURN

*For his Investment in its
 Columns.*

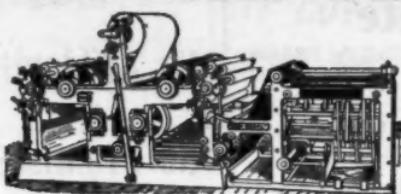


EDGAR M. HOOPES,

WILMINGTON, DEL.

Manager of the Foreign
 Advertising of **THE CALL**.

KEEP THE "NEW MODEL" WEB IN MIND.



NOT IN SPURTS BUT ALL THE TIME.

CAMPBELL PRINTING PRESS AND MFG. CO.,

884 Dearborn Street, Chicago.

1 Madison Avenue, New York.

Established 1867.

THE INDEPENDENT,
HELENA, MONTANA.

Helena is the railroad, commercial and financial center of Montana; Capital and County Seat.

THE INDEPENDENT is the best medium to bring results in the Treasure State; it circulates in every town, mining camp and stock range in the State.

ONE OF THE BEST FIELDS FOR ADVERTISERS IN THE UNITED STATES.

THE INDEPENDENT covers it.

PUBLISHED SEVEN DAYS A WEEK.

WEEKLY, EVERY THURSDAY.

Dayton, Ohio,

with nearly **80,000** population, is in all respects a model city. It is located in the Great Miami Valley—one of the richest and most fertile sections in all prosperous Ohio.

Morning Times

has been published successfully for forty-six years. During this entire time it has enjoyed to a marked degree the confidence of Dayton's citizens.

4,500 is the Daily Circulation.

Evening News

with **9,500** Daily Circulation,

is THE leading evening paper of that section. Its *brightness*, *cleanliness* and *reliability* make it a welcome visitor in the home circle. 8 pages daily. 12 pages Saturday.

The Weekly Times-News.

4,500 each issue.

Established 1808. 16 pages weekly. Is indispensable to advertisers who desire to reach the out-of-town buyers.

Address the home office or

H. D. LaCOSTE, 38 Park Row, New York.

19 to 74 Years

published, these papers have gained the confidence of their readers. Being the only papers published in their denominational field they have exclusive control of it. The field is rich with families able to buy what they want.

Will you create the desire on their part to want the article you have to sell?

Put
Them
On
Your
List

We open the best way to reach them.



Sunday School Times
PHILADELPHIA.
Lutheran Observer
Presbyterian Journal
Ref'd Church Messenger
Episcopal Recorder
Lutheran
Christian Instructor
Christian Recorder

Over 225,000 Copies
Religious Press
Association
Phila

An Important Message

To intending advertisers is contained in the announcement that space can be had in

The Sunday School Times

for one or more times for eighty (80) cents a line each insertion. This is less than one-half cent per line for each thousand copies issued, based on the average of one year—fifty-two issues from December 1, 1893, to December 1, 1894:

161,342 Copies Weekly.

For an advance order of 1000 or more lines or for a space not less than one inch each issue for one year we will discount the above 10 per cent, making the rate seventy-two (72) cents per line. This is the whole message as to price. It means

The Best

The Most

The Lowest Priced

Advertising to be had in any one religious weekly paper.

Send to us for a sample copy and examine the quality of its literary and advertising columns, and then let us tell you more about the details of advertising in **THE SUNDAY SCHOOL TIMES** as adapted to your special requirements.



Religious Press
Association
Phila

WOMANKIND

PUBLISHED BY

THE HOSTERMAN PUBLISHING COMPANY,

SPRINGFIELD, OHIO.

WOMANKIND is loved by the women in more than 50,000 homes because it is edited for women, by women, in a way that touches women's hearts.

Every line is original. Every line is pure. Every line is elevating. Every line is helpful.

When a subscriber (and there are more than 50,000 of them) misses a number she is always certain to write and ask why she has not received it. That is the test of a paper's popularity.

Scores of advertisers tell us that they get splendid returns from the advertising columns of **WOMANKIND**.

The circulation is large and the ad rate is low.

GEO. S. BECK, Advertising Manager.

FOR RATES OF

ADVERTISING

IN THE

Boston— Street Cars

WRITE TO

UNION STREET RAILWAY ADVERTISING CO.,

Sears Building, Boston.

Times Building, New York.

M. WINEBURGH, - - PRESIDENT.

The Peterson Magazine Arthur's Home Magazine

GUARANTEED CIRCU-
LATION FOR 1895,150,000 Copies a Month.

Any general advertiser can have these magazines sent to his home address for three months by writing the publishers, and mentioning Printers' Ink.



F. E. MORRISON,
Adv. Manager for New York and N. E.,
500 Temple Court, N. Y.

PENFIELD PUB. CO.,
109-111 Fifth Ave., N. Y.



**Do People Read Signs?
Of Course They Do, While
Waiting For Trains At Stations.**

**The Chicago, Milwaukee & St. Paul
Railway System**

Has

=960=

Waiting Rooms

In Which Advertising Is Neatly Displayed.

**Controlled by G. S. Mackenzie,
Chicago,**

1160 Monadnock Building.



MAGAZINE AND TRADE PAPER ADVERTISING

Edited by Walter W. Brett.

In order that this department may not be a one-man view of the question, correspondence, pertinent to the subject, will receive careful attention. Sample ads will be discussed and questions answered.

The advertising of the manufacturer and jobber—generally speaking—looks to the promotion and sale of goods in bulk or large quantities, which sales involve great expenditures. The business of the wholesaler or manufacturer is to the business of the retailer as the bag of peanuts is to the half pint measure which dispenses the peanuts. The advertising in the one case is to reach the man who buys the bulk goods—a limited number of men; in the case of the retailer, to reach the consumer—a vast multitude.

The fact that the retail merchant is in no wise different from the rest of humanity does not seem to be appreciated by the wholesaler. The retailer is simply a retailer in one particular line—his position toward all other lines is that of a consumer, and he has just as many "whys," "hows" and "whatfors" in his composition as any other ordinary individual. They should be answered in the ads. The sole advertising of the average manufacturer is confined to his class paper, and this ad is, as a rule, nothing more than a statement that the manufacturer makes a certain line of goods—may be the ad will say that he has been making them for years and that the business address is so and so.

In a conversation I had with a manufacturer recently, I asked him what advertising he did. He replied by saying that he had a page in two papers representing his industry, and that he sent out a catalogue each year; occasionally he sent a circular. The trade paper ads in question were no better or worse than the average trade paper ad; they were badly displayed with wood-cut type, and about all there was to the ads was the name of the firm, the goods, a claim of superiority, and the address. I found upon turning to the ad of a competing firm that they made the same claim for superiority and had about the same style of ad. I propounded the question: Why don't you take more pains with these ads? The sum and substance of the reply was that they

bought this space and used the same ad month in and month out, and that it didn't matter much what they said, they were there just for the sake of being represented, and that they were known in the trade and sold through salesmen. I think this answer would fit 75 per cent of the trade paper advertisers. I also think 75 per cent of the trade paper advertisers are on the wrong track—wasting good space. There is no reason why the trade paper announcement should not be just as full of fact as the advertisement that represents the retailer and looks for the consumer's trade. The basis of an advertisement is to relate facts concerning a certain article, to answer questions which would naturally be asked. In other words, the ad should be as near the talk of a salesman as practicable. This kind of an ad will prove a better salesman than the best man money will hire. When a sales-

Alving Pictures.

The "Empress"



It doesn't pay you, or us, to sell a cheap imitation of a carriage. Your Clean Vehicle. We make pleasure buggies cheaper than THE "EMPEROR." but not as good by long odds. It is built for the road and will not deteriorate. Price: \$100.00. Steel or brass fenders and hood. The carriage has a high, ornate, covered carriage and padded arm loops; wing back; painting is extra, charcoal and property applied. All-fabric, iron, \$100.00. Rubber tires, \$10.00. Total weight, 275 lbs.

THE CHESTER F. KORN MFG. CO.
CINCINNATI

man closes an order for a certain line of goods, there is always a reason why the retailer gave the order. When I was selling goods on the road I always found it necessary to do a good deal of explaining about construction and quality and wear; then came the price. The ad should cover the same ground with less detail. Stating prices may not always be advisable—best to do it,

however, when possible; price is the strongest argument for or against any line of goods.

An illustration of the difference between the ads of two concerns is shown herewith. The Korn Mfg. Co. have half the space used by the Troy Company. The Korn people have an ad that tells something, the other firm an ad that simply announces a fact and stops—no details or explanations or arguments.

The accompanying examples were taken at random from a trade paper which happened to be nearest my hand.

There is no reason why the trade paper ad should be any less convincing

firms; undoubtedly such an order would be referred to the nearest dealer.

Of course there are many lines of goods that could not be judiciously advertised in the newspapers and monthly publications, but in a majority of cases the trade paper is but the first step in the direction of successful advertising.

First the trade ad paper should be right, and then the advice of a competent advertising agency should be taken as to further steps into the field, that if properly tilled will produce a harvest. The advertising of the wholesaler and manufacturer is, generally speaking, primitive, as compared with



HAVE
 Lately introduced some
 wholly
FIRST-CLASS
PHAETONS

in connection with our line of

.... HIGH-GRADE SURREYS

AND WOULD RESPECTFULLY SOLICIT YOUR CORRESPONDENCE.

THE TROY BUGGY WORKS CO. * TROY, OHIO

and effective than the ad in the newspapers which look for the consumer. Doesn't matter whether the business is buggies or machinery. The majority of wholesalers seem to believe that the field for advertising for them is bounded by the covers of the paper which represents their own particular business.

There are some notable exceptions to the rule, as instanced by the advertising in magazines and newspapers of such firms as N. K. Fairbanks' Cottolene, Murphy Varnish Company, the Baking Powder companies, and manufacturers of patented medicines and goods of a proprietary character. The advertising of these firms is not to the consumer directly, but through them at the retailer. I don't suppose that you could buy a single pail of cottolene, or a can of varnish, or a can of baking powder directly of one of these

the announcements of the retailer who sells the goods to the consumer.



TOO MUCH FOR HIM.

"Bimms is taking a vacation, I hear, the first in ten years."

"Yes, had to. Never advertised before this year and wasn't used to doing so much business. It's undermined his health."

LINSEED, VERSUS**ROSIN OIL.**

"Do not put any marks or labels on it indicating from whence or whom it comes. You will doubtless understand my reason for this. I want to have your ink given a fair trial and cannot resist your advertisements, and particularly the letter from the Cleveland *World*, although other ink people say you cannot sell it at the price, that is the quality, and that you must use rosin instead of linseed oil. However, the proof of the pudding is the eating and we will try it."

The above reaches me from a publisher of a first-class, well printed daily.

He does not wish to be known, but I want to take the opportunity to say to him that this question of rosin and linseed oil is an ink salesman's romance.

The printer who would use a linseed oil news ink to-day would be the sort of man who would wet a calendered paper to get a better impression.

A news ink made with linseed oil is not as good as one made with rosin oil. Such an ink would be returned as unfit for use by every good pressman, and a poor pressman would not be able to guess what the deuce was the matter with it.

These are facts. It is also a fact that I sell a better news ink for 4 cents a pound, in 500-pound barrels, than can be bought elsewhere for 25 cents a pound. In my book and job inks I use linseed oil, but everybody knows that a paper can't be printed at the rate of 10,000 copies an hour with a book or job ink.

Send a check and try my ink. There is no six months' credit with twelve months' renewal humbug about dealing with me, and no linseed oil humbug either. I think, however, that I do consume a little more linseed oil than Morrill, Bonnell, Lightbody, or Johnson of Philadelphia, for I sometimes utilize an old oil barrel to ship ink in when a customer is over-anxious that nothing about the package shall indicate where the stuff came from.

For best ink in the world buy (for cash in advance) of

**WM. JOHNSTON, Foreman of Printers' Ink Press,
10 Spruce Street, New York.**

Have you seen my new price list, printed in five colors, with a living picture on the front cover?
I mail it for six cents.

He Saved Two Dollars And Got A Better Ink

Mr. Chas. Holt, of the Kankakee, Ill., Gazette, recently (from force of habit) addressed Charles Enu Johnson, Ink Maker, 99 Harrison St., Chicago, as follows, using a postal card:

8 Pages—56 Columns—\$2 Per Year.
Office of THE KANKAKEE GAZETTE,
Established 1853.
CHAS. HOLT & SONS, Prop's.
KANKAKEE, ILL., Dec. 18, 1894.
Send one lb. \$3.00 fine black and bill for ink sent us
last week.

Just as he was about to mail the card he remembered that he could get the same amount of ink, and of a better quality, from me for one-third the money. He thereupon wrote:

W.M. JOHNSTON: KANKAKEE, ILL., Dec. 19, 1894.
Inclosed find draft for \$1.00, for which send one lb. fine
black. Yours truly, CHAS. HOLT & SONS.

Inasmuch as he had to send the money with the order, in my case, it became necessary to inclose the order and the money in a sealed envelope, and, having no further use for the spoiled postal card he took occasion to inclose it also, for my inspection, but before doing so he wrote upon it these words:

You see we conclude to change above order.

Since I issued my beautiful price list in five colors, with a living picture on the outside, almost everybody seems inclined to send me a trial order. Twenty-nine such came in one mail recently and fifty-one during the day, every one accompanied by the cash in full payment. Everybody who buys ink of me is happy and satisfied. None complain. None of them owes me a cent and they all love me on that account. They all admit that my ink is the best ever seen, but they do wonder how I can afford to sell it at the price. The whole secret is that people who buy ink of me only pay for the ink they buy, while those who buy of others pay for other people's bad debts, and for salesmen's expenses and pressmen's fees and bribes as well.

Carmine, 12½ cents an ounce. Finest job inks, black or colored, at \$1.00 a pound. Best news ink in the world at 4 cents a pound by the 500-pound barrel. Send 6 cents for Price List.

Address (always with CHECK in advance payment),

**W.M. JOHNSTON, Manager Printers' Ink Press,
10 Spruce Street, New York.**

THE
SAFE
INVESTMENT OF
MONEY
IN DAILY
NEWSPAPER ADVERTISING
IS THE
PROBLEM
TO DAY.



ADVERTISED IN THE
Chicago Dispatch
BY
Joseph R. Dunlop

Clinton Wild
THE ORIGINATOR
OF THE



**"In her 'Post-Intelligencer'
Seattle has one of the four great
papers of the Pacific Coast."
—"Harper's Weekly."**

A GUARANTEE.

The POST-INTELLIGENCER hereby guarantees its advertisers a bona fide *paid* circulation, Daily, Sunday and Weekly, double that of any other newspaper published in the State of Washington. Advertising contracts will be made subject to this guarantee.

A. FRANK RICHARDSON,
Special Agent,
13, 14, 15 Tribune Building,
New York.

C. A. HUGHES,
Eastern Manager,
93, 94 Times Building,
New York.



The Evening Star

Is the oldest, largest and best newspaper in Washington. It is everywhere recognized as the favorite household and family journal, and is regularly delivered to permanent subscribers at 82½ per cent of all the occupied houses in the city. As an advertising medium it is therefore without a rival, as it practically covers the entire field.

Its advertising rates are very much lower than those of any other paper in the city, in proportion to either extent or quality of circulation, and its inflexible rule and practice are to charge everybody the same price for like service.

L. R. Hamersly,
Room 49, Potter Building,
New York Representative.

Publishers' Announcements.

For many years THE NEW YORK EVENING POST has contained more publishers' advertising than any other daily newspaper in the United States, and the excess is now greater than ever before, as will be seen from the following statement :

151,071 lines of publishers' advertising printed in THE EVENING POST from January 1, 1894, to December 22, 1894.

165 per cent more than appeared in any New York morning paper, or in any paper in the United States, in the same period. In 1893 the excess was **116** per cent.

72 per cent more than was printed in all other New York evening papers together in the same period. In 1893 the excess was **49** per cent.

In other words, THE EVENING POST, from January 1 to December 22, 1894, contained 532 columns of publishers' advertising, and the largest amount printed in any other daily paper was 201 columns, and the amount printed in all other New York evening papers together was 309 columns—allowing twenty inches to the column.

Two conclusions may be drawn from this statement, the first that the publishers generally believe that there is one paper which pre-eminently appeals to the readers of good literature—those who buy books; and second, that the columns of THE EVENING POST afford a practically complete reference list of new publications, and that the paper has become in a sense the official medium for such announcements.

It may be added that in no other daily newspaper in the United States is so much space given to book reviews and other literary matter. The literary notes published on Monday of each week contain the announcements of new publications, and these notes are followed by reviews which are contributed by leading writers and specialists.

Publication Office,
206-210 Broadway, N. Y.



Try It.

The **best** way to do all newspaper advertising is to "try it" **for a time**.

“One brick won’t build you a house.”

One advertisement, one time, in any newspaper would hardly pay anybody.

The C. N. U. Lists are the same as other newspapers. One insertion would hardly be a fair test. But you can try it if you like.

What the largest advertisers in the country are doing is running their advertisements right along **from year to year**.

They probably do it because it doesn't pay them.

CHICAGO NEWSPAPER UNION,

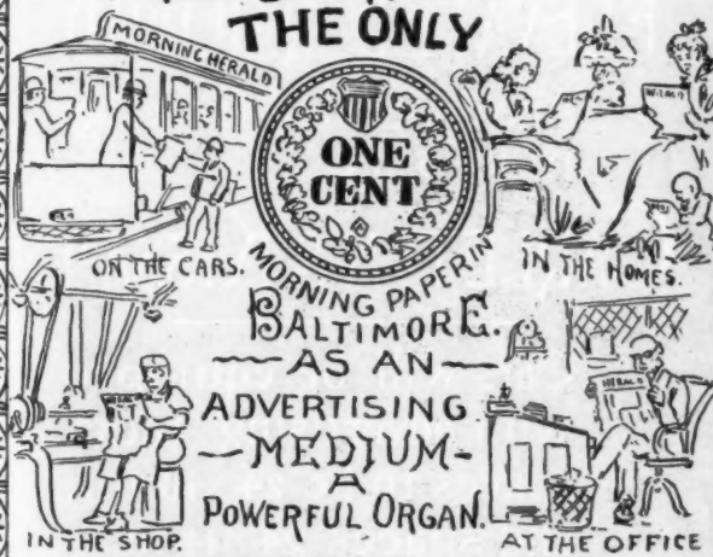


~~READ BY ALL CLASSES~~
AN UNPARALLELED MEDIUM.

THE
BALTIMORE MORNING
HERALD

DAILY, SUNDAY,
WEEKLY.

THE ONLY



THE HERALD PUBLISHING COMPANY,
A. BECHHOFER GEN^{LE} MANG^{ER}.



CIRCULATION
GUARANTEED.
DAILY—31,000
SUNDAY—40,000
WEEKLY—22,000

The Exclusive

Advertising privileges
in all cars and on all
stations of the

BR⁰⁰OKLYN-UNION ELEVATED RAILROAD

Are controlled from May
1st 1895 by

CARLETON & KISSAM

Cars will be equipped
with advertising racks,
spaces to be 24 x 16 in.,
end spaces 24 x 14 in.

For rates address

CARLETON & KISSAM

915 Postal Telegraph Bldg.
New York.

ADVERTISING FOR RETAILERS.

Edited by Charles Austin Bates.

Retail merchants are invited to send advertisements for criticism and suggestion; to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. PRINTERS' INK is a clearing-house for ideas—this is the retail branch.

I have discovered that the best means for eliciting readable and interesting communications is to jump on something or somebody very hard. If I go along in a peaceable way for three or four weeks the mail I receive grows very monotonous. Just now I am finding out something about sign advertising:

OUTSIDE ADVERTISING COMPANY,
126 Liberty Street,
NEW YORK CITY, Dec. 29, 1894.

Mr. Chas. Austin Bates:

DEAR SIR—We have read with interest your remarks on page 6x of issue Dec. 26. We are not anxious for free advertising, but don't you think you went rather too far when you said: "It would look as if it were a pretty safe gamble to invest the money in these signs, but the best that can be said for it is that it is a gamble. There is no certainty about it as there is in newspaper advertising."

We hope you will take the trouble to peruse the circular inclosed, and if you have the opportunity we should be delighted to have you inspect our building, and especially the mammoth sign of James Pyle & Sons, 250 ft. in width by 22 ft. in height. Contrast his colossal sign, which millions of people must see annually, with the cramped positions so many advertisers have in newspapers, and we think it must become apparent to you that you have done the men who sell outside signs a great injustice.

If you are groping for light in this connection and wish to put up a sign calling attention either to PRINTERS' INK or the ink Mr. Johnston sells, we would be willing to sell you space on that building for one-quarter of our regular price, with the understanding that you would put a drawing ad there, in order to see whether or not such means of advertising is a "gamble." Yours for success,

OUTSIDE ADVERTISING CO.

I have no doubt that the use of signs will pay large advertisers like James Pyle & Sons, who have already used all the space that they need in the different periodical publications. In the remarks which I have made about signs in this department, I have considered them from the standpoint of the retail dealer, and so far I have received no information that would lead me to believe I was mistaken in saying that the retailer has no business to use signs until he has spent all the money he can in the local papers. If he can't cover his territory in that way, it is very well to use signs or dodgers or whatever else he can to cover it. For

my own part, I would rather have a small but thoroughly covered territory than a large one over which my advertising was spread very thinly. I do not think a business man ought to reach out after country trade until he has his own town thoroughly covered. It is easier and less expensive to reach the people close to the store than it is to reach those farther away. You will get greater returns for the money expended in advertising in your own immediate locality than you will from money spent in reaching people six or eight or ten miles away. It may pay to reach the people at a distance by signs, and there may be no other way to reach them, but the signs had better not be used if it will necessitate the taking of money from the advertising which reaches the people close at home.

Every once in a while I find some man who believes he can advertise by signs or circulars or something of that sort to better advantage than he can in the newspapers. Generally this man is just beginning his advertising. A recent case of this kind was in Hartford, Conn. The advertiser opened a new store there last Fall. He took a small space of six inches double to announce his opening, and a regular space of about five inches. In addition to this, he published a very attractive booklet, which was distributed from house to house. According to his observations, the distribution of the booklet paid and the newspaper ads did not, which was really not so very surprising after all.

The newspaper ad was not large enough. More than that, it gave no prices, while the booklet did. The booklet described a number of articles, giving pictures and very low prices on each one. If a half page had been taken in the papers, and the same kind of matter put into it that was put into the booklet, there might have been a difference in the results. You can do newspaper advertising that will not pay, there is no doubt about that. It can be done easily and is done every day

in every State and town in the United States. It is a very easy matter to make a mistake in advertising, but when newspaper advertising is done carefully and judiciously and thoughtfully, I believe it will pay better than signs, and that booklets and such things should be used merely as auxiliaries to it. A handsome booklet or a neat, plain one is often very profitable as a supplementary to newspaper work.

* * *

W. H. Glenny, Sons & Co., of Buffalo, N. Y., are very progressive advertisers. Whatever they do in this line is well done. Their last undertaking is described in the following advertisement :

Dinner Sets by Mail.

The Largest Stock. The Lowest Prices.

We are now prepared to sell dinner sets by mail to the best possible advantage. We have colored lithographic sheets of 45 of our open stock dinner ware patterns, showing *very* perfectly the shapes, decorations and colorings of the dishes. We send this catalogue to any address on receipt of fifteen cents, including coupon good for this sum in goods, or in money, if the catalogue is returned.

We prepay freight (not express) on orders of \$50 or over, and we make good all breakage in transit.

The tea sets range in price from \$2.50 to \$60; the dinner sets from \$7.10 to \$220, and within these extremes are over 200 gradations, while other sets, cheaper or more expensive, may be made up by each buyer at pleasure. Single plates or cups may be bought, or soup sets, salad sets, meat sets, etc., etc. New dishes may be ordered, or breakage replaced, so long as we carry the pattern in stock—often a great convenience.

It is almost easier for customers to compare and decide between these cards than to collect and compare the dishes in our store. Any goods ordered by mail may be returned (promptly) at our expense, if not satisfactory.

W. H. GLENNY, SONS & CO.,
BUFFALO, N. Y.

I reproduce the ad because I think it is as nearly perfect as I have seen recently. The original ad occupied seven inches, double column, and was surrounded by an original, characteristic border. There was enough white space in the ad to set it off very nicely, and not so much as to constitute a waste of space. The set of lithographic cards, which are sent to those who reply to this advertisement, are commendable from every standpoint. They are very dainty and pretty, and show plainly both pattern and design

of the different sets of china. On the back of each card is a comprehensive price list. The whole idea, advertisement, cards and all, is happily conceived and admirably executed.

Just before the holidays this firm published a book of "Suggestions for Presents." Apparently their whole stock was classified under various heads, such as "Presents for Men;" "Presents for Women;" "Presents for Children;" "Presents for Old Ladies;" "Presents for Travelers," etc. Another method of classification resulted in the formation of twenty different departments, headed, "Presents at 25c. or less," and by easy stages up to presents over two hundred dollars. The book is handsomely printed, and I have no doubt brought sufficient business to make it profitable.

* * *

DULUTH, Minn., Dec. 26, 1894.

Mr. Chas. Austin Bates, New York, N. Y.:

DEAR SIR—You will please accept my thanks for the great amount of space and the flattering criticisms given me in last week's PRINTERS' INK. There is one thing about your criticisms that I admire—you are so open and frank and immediately point out the defects, and for a person who is anxious to advance, his weak points are the facts he wants to know. Since reading your criticisms I agree that prices and plainness are the greatest essentials to a good ad, and in the future I will endeavor to make my ads conspicuous by the number of prices plainly given. It was a peculiar circumstance that the very ad you should have published as mine was one of Messrs. Levy, Wechsler & Co.'s, manufacturers of "The Mahatten Shirt," which I had taken from the *Outfitter* and changed slightly to advertise their "New Break-right Full-Dress Shirt," as I understand we are the only people in Duluth who have it for sale. Now the fact is that the cut of the shirt used in the ad showed the imprint of the brand offered; readers of PRINTERS' INK who may have seen the ad in the *Outfitter* would understand why I used it, but as the name of the shirt was not given in the reading matter published in PRINTERS' INK they might think, probably, that I used this ad trying to pass it off as original, and to advertise some other make. I merely acquaint you with these facts in case some one may call your attention to the matter and accuse me of plagiarism.

Regarding your criticism of my not giving the price of the shirt, would say the price is \$2.50. This I thought too high to quote, believing by simply giving a description I could create in the mind of every reader of the ad a desire to possess this particular shirt and get them into the store; then if, after looking at the shirt and learning the price, the customer thought it extravagant I could depend upon the ability of the salesmen to show him some other shirt at about the price he wished to pay, and in the end effect a sale.

Again thanking you for the kindness shown me and wishing you the "compliments of the season," I am, very truly,

FRANK BURROWS.

For a Butcher—(By O. Hersberg).

I AM A BUTCHER!

Butchers do not advertise, as a rule, but the quality of what I have to sell, as well as the reasonable prices I charge, make my store different from other butcher stores. . . .

COME AND SEE FOR YOURSELF!

For Dry Goods—(By Jas. MacMahon).

Our Patrons' appreciation is seek. We are always devising ways and means to attract, win and retain the favor of the purchasing community. By liberal dealing, by the satisfying of every reasonable request, by meeting their every dry goods want, and by courteous attention to all, we strive to make shopping a pleasurable avocation, rather than an irksome task. This, combined with the attractiveness of our store, the appropriateness of our selections, especially chosen for the New England trade, and the distinctive excellence of our goods, is the secret of our unparalleled success. A fact fully indorsed by our patrons

One and All

For Shoes—(By Frank Burrows).

WE
HAVE
TAKEN

all this space to tell you about our Shoe Department, the best in Duluth.

Where the magnetic power of our current bargains is vital in every pair.

Where the feet of men and boys trip to the merry jingle of cheapness.

We're having a SPECIAL SHOE SALE TO-DAY and WEDNESDAY. 150 pair Men's Patent Enameled and Calf Shoes, worth \$4.00, for

\$1.99.

M. S. BURROWS & CO.

For Umbrellas—(By H. C. Hawkins).

AN  UMBRELLA  TALK.

It is now about a hundred years since umbrellas came into general use in England. The first were crude affairs made of thick cloth and sometimes of leather. We wonder how they'd look beside the ones we have to show you, which represent the highest skill and perfection in umbrella making. A few sorts:

For Delicatessen Store—(By O. Hersberg).

**DELICATESSEN !**

Do you know what Delicatessen means? It means delicate food. You will appreciate this far better after seeing some of the delicacies we have for sale.

Cheeses, caviar, herrings, sardines, bolognas, wines, nuts—these are but a few things of the many we have in stock, and the prices were made to suit every pocket—yours, too, remember.

For Furniture—(By Charles Austin Bates).

Different Kinds**of Wood**

come from the same tree. Some much lower in value than others. Some with beautiful grain markings that fit it at once for the most elegant of the furniture maker's productions. Some, quality just as good, in durability just as great, but with no marked characteristics to make it valuable. In this store both grades of wood are honestly made and well finished. One will last just as long as the other, but it won't be so pretty and it won't cost as much. Which you will have is merely a matter of taste and money.

For any business—(By F. N. Cooke).

NOWHERE

A hurried glance at the above letters and one cannot tell which of two words is indicated.

There is no such uncertainty in a hurried glance or careful examination of our seasonable goods. As in either event you will find that

NO WHERE

can such an assortment of bargains be found as are

NOW HERE.



Advertising Fable No. 9.

A boy once thrust his hand into a pitcher which was full of figs and fiblets. He grasped as many as his fist could possibly hold, but when he endeavored to draw it out, the narrowness of the neck prevented him. Not liking to lose any of them, but unwilling to draw out his hand, he burst into tears and bitterly bewailed his hard fortune. An honest fellow who stood by gave him this wise and reasonable advice: "Grasp only half the quantity, my boy, and you will easily succeed."—*Ezra.*

The moral is "don't get your hands too full." Don't so encumber yourself with the details of your advertising that you have insufficient time for other things.

Take out of the business pitcher as much as you can attend to comfortably and well, and let us "get our hands in" on your advertising.

There are things about your business that you can do better than we can. Those are "figs" for you. Take them—leave the hard nuts of advertising for us to attend to.

We are advertising nut-crackers. We'll take off the hulls and the shells and give you only the kernel.

Write to us about it.

Geo. P. Rowell Adv. Co.,
10 Spruce St., New York.

